



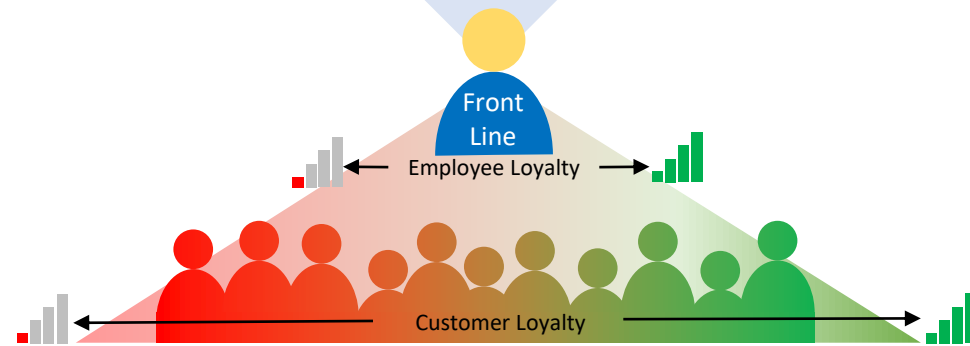
Internal Reputation is the critical starting point of creating sustainable profit and growth. Many companies however skip straight to customer experience as a means of improving customer loyalty. While this is certainly a worthwhile effort, it overlooks the root causes of a great customer experience, the employees.

All the effort that goes into making an organization successful culminates to a single point... the interaction between the customer and the front-line employee. All other efforts to create a great customer experience can be nullified if that employee is disgruntled or does not feel as though they are part of something important.

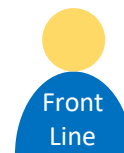


Consider this...

The efforts of these groups to attract customers, maintain profitability, & implement strategy culminate to
A SINGLE POINT



Critical Questions



How confident are you that this person is motivated and eager to create customer loyalty?

How many hours of development has this person received to enhance employee loyalty?



Company culture is often discussed but it's often difficult to articulate exactly what it really means.
I've found that a Duke University, Fuqua School of Business study does a good job articulating the components the make up and effective culture.

Informal Structures

Values

What the company aspires to be

Norms

Level at which people strive to live the values

Effective Culture

Formal Structures

Management Practices

Policies & Procedures

Governance

Organizational Structure

The study proposes that in order to have an effective culture, both the informal and formal structures need to be in alignment. It's also important to understand how the values are really being lived everyday through norms.

Internal Reputation is the general perception of how values are aligned and supported by the norms and formal structures within the company.



I can help diagnose the current state of each of the informal and formal components of an effective culture and then help create a plan to achieve the desired state by aligning policies, procedures, and structures and developing a plan to encourage norms that support the company values.

This can often result in a big change from the way things are done today, so I will apply change management principles to any effort to ensure understanding and excitement for achieving the future state.

If you are interested in learning more about the Reputation to Results Leadership Model and how I can help your company bolster your Internal Reputation, please reach out to me to schedule a consultation. Good luck!

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