

10 Ways to Deliver on your Brand Promise

- 1. Review the code of conduct and live it daily.**
- 2. Treat others in ways that align with the organizational values and code of conduct.**
- 3. Ask people for feedback. You can't fix what you don't know is broken.**
- 4. Be a role model for those around you. Behave in ways that you want to see repeated.**
- 5. Be sure your written communication reflects who you are. (Including emails)**
- 6. Recognize and respond to teaching moments.**
- 7. View your brand through the lens of others.**
- 8. Build relationships with people.**
- 9. Keep your promise. Promise only that which you will keep.**
- 10. Do what you say you will do.**