

# Owner to Owner Podcast Notes



## Employee Value Proposition-Brand Ambassadors

Episode #8

### Summary:

Felicia Harris, Principal Owner of EverythingHR and EverythingHR Financial Services, interviews Kim Schott, Founding President of Schott Cultural Consulting. The two discuss the importance of customizing your company's mission from country to country and 3 simply ways to turn your employees into brand ambassadors.

### Show Notes:

- What are employee brand ambassadors and why does your company need them
- Your company vision and mission statement should be region-specific
- Employees must know their value and how they add value to the company
- What are the best ways for employees to share information about their business online
- Keep your policies updated and relevant
- Quality control is important with marketing materials and online videos
- How do you create appropriate and compelling company content
- Make it easy for employees to share company content
- Help your employee brand ambassadors to become an extension of your sales department
- How can brand ambassadors improve a company's image during a negative public relations event
- Train employees on how to communicate properly about their company during a crisis
- When everyone is engaged in sales and supply chain, everyone is a winner

### 3 Key Points:

1. Schott Cultural Consulting helps international companies doing business in other countries write business plans and strategies in different languages and know the cultural nuances.
2. Make sure your employees are clear on the company culture and policies so they represent the company properly.
3. Offer employee brand ambassador's image, video, and written company content contests for access to the public spotlight.

### Tweetable Quotes:

- "We help businesses get found online through beautiful website design, social media marketing, Google advertising, email marketing, and text message marketing." – Kim Schott
- "It is important that everyone is speaking from the same page when it comes to who we are and what we do, and that becomes critical when you have a global company." – Kim Schott
- "For employees that are between 25 years of age and 40 years of age, research has found that infographics, short videos, and behind-the-scenes looks at a company work even better to inspire employees to share." – Kim Schott

## **Resources Mentioned**

[schottculturalconsulting.com](http://schottculturalconsulting.com)

## **Podcast**

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

## **Twitter**

<https://twitter.com/everythinghr1>

## **Linkedin**

<https://www.linkedin.com/company/everythinghr1/>

## **Connect with Felicia Harris**

<https://www.linkedin.com/in/felicia-g-harris/>