

Invest in Building & Sustaining a Genuinely Great Reputation... and Profit from it



Reputation depends on your Employees' behaviour, not PR 'Image'

Good Image (PR, Advertising) can be very beneficial. But like painting the outside of your house it's not meaningful if your foundations are shaky. If your customers' experiences are sometimes poor, then PR and advertising saying how great you are can actually be damaging.

In addition to good products & services, we know employee behaviour, consistency and 'being genuine' are at the heart of a strong, sustained Reputation. Imagine your direct reports and their teams all being motivated to do the right things - and actually doing them - more of the time, for the right reasons.

Benefits of Behavioural Change through Positive Inquiry

- **Increase profits** - a single employee with poor behavioural skills in customer contact situations can reduce company profits by £300,000*
- **Increase customer satisfaction** - a 23% increase in the quality of Contact and Experience between employees and customers can yield a 10% increase* in Customer satisfaction
- **Positive Inquiry** uses your organization's strengths, and is a **more effective approach to change** than negative "problem-solving"
- Conducted live, in the workplace – so **employees' focus stays on their job and your clients**
- **Learning is role-modeled, cascaded, embedded and retained more effectively**
- Lays solid foundations to **maximize your investment in advertising and PR**

More focused & effective than throwing money at Advertising & PR

- Like you, **we're business people who have and do run P&Ls**; we quickly get to the heart of an issue
- We understand that people don't change without stimulus. Our techniques & bespoke approaches are all professionally **grounded in our practical psychology, change & leadership** expertise
- We'll help ensure that **your direct reports and people do the right things**. To enhance **reliability, customer service, sales, compliance**. We'll quickly confirm/uncover the issues and act to make good.
- **Complimentary impact assessment** to give you a chance to get to meet us and ask questions

"Your ability to raise testing questions and propose creative management solutions is much appreciated." *Toni King & Morten Spenner, Principals, International Asset Management*

"You've really impressed us all with the way you have led and delivered."

Janine Hayter, L&D Director, BAA Heathrow Terminal 5, now Global L&D Director UGS

"You are a fabulous team... so aligned around what you help us to do."

Tamara Ingram, ex-CEO Saatchi, President WPP's Insights into Action, now CEO Grey UK

"Fanclub are always in my experience thorough, professional and insightful. More than anything I trust them." *Brian Jacobs, Global Head of Media, Millward Brown*



Contact us now for a free, confidential discussion

M +44 (0)7710 835 827

T +44 (0)208 788 7414

E reputation@peoplefanclub.co.uk

PeopleFanClub Limited
London

