

WHAT'S YOUR BRAND?

By Sherry Knight, President & CEO, Dimension 11



"It's summer – yay! I get to wear muscle shirts, shorts and flip flops!" Well, that may be comfortable when it's really warm outside, but you may want to consider what this says to staff and to your clientele about your brand.

The way your people dress and how they act in the office sends a message. Heck, it even sends a message when they are on a worksite. Construction sites are often considered "blue collar" and given more leeway in terms of language, dress (as long as it is safety appropriate), and conversation, but dress still says something about your company.

My father Elvin was in the trades, and whenever I entered his garage, I knew the air would be blue with his language. Everyone knew it – even the little white-haired ladies who would walk down the back lane out for a jaunt with their canes. One could hear, "That's just Elvin." He had a way about him that made other people accept his language – interesting!

Fast forward and consider your corporate brand. What do you and your staff need to exhibit to have those people who are your clients and those you want to be your

clients know you do great work? Everything about your office sends a message:

- Clean windows;
- Clean floors and carpets;
- Clean chairs for clients to sit in;
- Appropriate dress for the position;
- Piles of paper/boxes, etc. out of sight;
- Girlie/guy photos and pictures removed;
- Telephone always answered in two rings or less;
- Professional greeting so caller knows who is on the phone; and

- Clients greeted with a smile within two steps of entering the office.

These may sound like simple things, and they are, and yet many organizations do not pay attention to these small things. Just remember, it's the small things that build your brand. Look around! 🏠

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