



PRODUCTS AND SERVICES

WHAT BRAND BIOLOGY CAN DO FOR YOU

WE ENGAGE HUMANS

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What is it like to be on the receiving end of you?



HOW WE DO THINGS

Over a period of 20+ years the team at Brand Biology have been fortunate enough to work with some of the world's leading consumer brands.

This rich insight into the vital ingredients that make up truly customer centric organisations has meant that Brand Biology are able to develop events for your people at all levels that will create a sustainable behavioural change activating your brand promise. Your brand is a living thing after all and it's your people that bring it to life.

Below are some of the workshops and events we can deliver for you and your people.

Watch our showreel here



ACTNATURAL®



Personality Profiling at a leadership level has been used for a long time to improve performance through effective communication and collaboration. So imagine if you could communicate in a personal way with your customers. It's not feasible to expect all of your customers to complete a personality test – that's why Brand Biology designed this model that helps you identify not only your own personality driver but your customers too. How? Well that's simple, without giving too much away, you can tell a lot about a person's personality by observing their behaviour. By using observation techniques to help determine the driver and preferred communication styles of your customers, you can tailor your approach to give customers a personalised experience that is meaningful to them.

Results for your people:

- They will be able to identify their own personality driver, raising self-awareness and understanding what it feels like to be on the receiving end of them.
- They will be more aware of what other drivers value as customers and how best to deal with people based on their personality profile.
- They will understand the importance of flexing their style to meet the individual needs of others.
- They will feel more confident dealing with other peoples' communication styles, ultimately enhancing the customer and employee experience.





THE POWER OF PERSONALITY

This short showcase is ideal for your team away day or annual conference. This will start with an introduction for your people to the concept of personality profiling using the unique experiential approach. We guarantee your people will never see themselves or your customers the same way again! Using drama based learning your people will leave with practical tools that they will be able to apply immediately with their customers.

Results for your people:

- Improved interpersonal skills
- Increased competitive advantage
- Improved attraction and retention of customers

How it works:

1 – 2 hour Immersion Showcase
for audiences of any size.

**Price on
Application**

ActNatural®





SALES AND RETENTION MASTERCLASS

This event will help your customer service and sales teams harness their own personalities and identify their customers. This will empower them to deliver bespoke experiences that are valuable to the customer, driving sales performance and brand loyalty. Using drama based techniques your people will be immersed in the customer experience putting into practice the ActNatural model working consciously with what they need to work on to enhance the experiences of their customers.

Results for your people:

- Improved interpersonal skills, resulting in deeper customer relationships.
- They will be able to adapt their techniques and style to meet the bespoke needs of each customer, getting the most out of every sales opportunity.
- Use the ActNatural personality model to deliver a differentiated customer experience that drives customer loyalty and advocacy.

How it works:

Half or Full Day Immersion Event for up to 20 people.

**Price on
Application**

ActNatural®



CLOSING SALES

Up skill your workforce and give them the confidence they need to intuitively look for opportunities to close deals and upsell while building trusted relationships with customers. Even experienced sales staff can have blind spots – giving them a new perspective on personalising conversations will increase their awareness to tune into buying signals with more effectiveness. Improving listening and questioning skills and making the buying experience for customers low effort will result in more loyal and repeat customers, who are more likely to recommend your services.

Results for your People:

- They will be confident at closing the deal by delivering bespoke experiences that are built on trust and meaningful relationships.
- They will be able to develop an authentic approach with customers that inspires long term connections.
- They will see a sustainable increase in performance that achieves long term value for both the business and your customers.

How it works

Half Day Immersion Event for up to 20 people.

**Price on
Application**

ActNatural®



HOW TO TURN AROUND A DIFFICULT CONVERSATION

Customer expectations have never been higher, and with more information available on line they are more informed and potentially challenging for your people to handle at any point in the customer journey. Having the skills to de-escalate conversations and protect customer loyalty is critical as we all ask more of our people at key customer touch points. This workshop explores how your people behave under pressure so that through increased awareness and practice workouts with the Brand Biology experienced team, they can build resilience in your teams and be confident in having highly challenging conversations.

Results for your People:

- They will become confident, skilled and more resilient.
- They will be able to deescalate complaints turning your customers into brand ambassadors.
- They will build better internal relationships across departments by working more collaboratively in the best interest of internal customers.

How it works:

Half Day Immersion Event for up to 20 people.

**Price on
Application**

ActNatural®



WEBINAR MASTERCLASS

Designed to follow skills workshops for your people, the Webinar Masterclass sessions will enhance new skills, activating the learning and building confidence to apply new techniques in every customer interaction. These interactive, participative sessions will engage individuals or teams, allowing them to explore, challenge, build on their knowledge and prepare them in advance with tailored content that will resonate with current challenges. From individual coaching sessions to team learning through a bespoke quiz, your people will continue to feel invested in and motivated to keep practising new skills.

Benefits of this approach:

- Operationally friendly for your business – local or global.
- Flexible sessions for individuals or small teams.
- Experienced business coaches and facilitators able to adapt sessions in real time.
- Continuous feedback for your business.
- Sessions can be co-delivered with your Trainers or content specialist.
- One off or module based webinar programmes available.

How it works:

One of our facilitators will deliver these sessions 1 – 2 hours per session

**Price on
Application**

ActNatural®



DEMENTIA DIFFERENCE

According to the Alzheimer's Society, in the UK:

- 850,000 people are living with dementia; that's 1 in 14 over the age of 65
- 225,000 people will develop dementia this year; that's 1 every 3 minutes
- Over 42,000 people of working age are living with dementia.

Having co-designed this event with Dementia specialists, Brand Biology deliver an event which will stick with you forever. This drama based approach provides practical, hands-on training, which will help your people to better understand dementia, its impact on behaviour and ease the experience for customers and employees living with its effects.

Offering a Dementia Difference service will ensure you:

- Put your customers at the heart of what you do will improve your customer service offering and reduce complaints.
- Gain a competitive advantage, helping you to attract and retain customers.
- Help employees well-being by empowering them with the confidence to act appropriately in challenging scenarios

How it works:

Sessions can be ran as part of a conference to a large audience or more intimate classroom immersions for up to 20 people.

**Price on
Application**

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TALENT ATTRACTION & RETENTION

Being able to identify, enhance and strengthen your brand language and values to better align yourself to your current staff and potential new members of the team is invaluable. This consultancy activity will give you insight into what works well and what doesn't taking into account your business vision and values then looking at how these link to your current reality. In order to retain and grow your talent your people need to feel a personal alignment to your business. Do you really know how your people feel about how you engage with them from when they start and day to day? Do they feel empowered, inspired to fully contribute, giving their best even under pressure? This session will dive into this, highlighting where there is friction between your employer brand promise and the current employee experience.

Benefits for your business:

- Motivated, happier more productive teams.
- Increased brand loyalty through aligned internal and external communications.
- Reduced staff turnover and absence.
- Increased talent pool attracted to your business through staff recommendation.
- An internal brand experience that feels connected to your customer brand aspiration.

How it works:

Consultancy activity including employee sentiment based surveys, employee and manager focus groups and 1:1 interviews. Stakeholder workshops to explore findings and define communications and engagement needs.

Costs:

POA

A woman with her hair in a bun, wearing a yellow and blue plaid shirt, is looking down at a laptop. The image is partially obscured by a blue overlay on the right side.

Alternative
workshops &
events



CUSTOMER SERVICE AUDIT ANALYSIS

This audit will require the Brand Biology team to spend time immersed in your business, speaking with your people to understand the reality your Leaders, Managers and frontline staff face every day. This is done in order to clearly identify the gap between your customer experience aspirations and current reality; understanding what is getting in the way of your people delivering the desired experience. From this an evaluation of your peoples everyday behaviours will be made through the lens of your customer, understanding the key touchpoints that make or break their experience. Using Simalto Reasoning experts will become customers measuring how they felt through their interactions with your people and identifying where there is the greatest opportunity to enhance the service experience.

Benefits for your business:

- Real time observational behavioural insights.
- Gap between your brand promise & the reality for your customers.
- Understanding the enhancers and detractors (both operational and behavioural) that are getting in the way of delivering a first class customer experience.
- Highlight areas where you can leverage investment and gain some quick wins to enhance customer satisfaction.

How it works:

Dependent on the size of your company and depth of detail you're looking for it's essential to first identify a period of analysis that will provide you with meaningful quantitative and qualitative data. At the end of the Audit period you'll be provided with a written report alongside a presentation of the findings made via this unique approach, explaining how you can create the conditions for your senior leadership to define what customer centric leadership looks and feels like in your organisation.

Costs:

POA

Alternative
workshops &
events



DEVELOPING PURPOSEFUL PEOPLE LEADERS

This programme is aimed at senior leadership teams looking to develop a deeper understanding of their role as people leaders. You'll explore what its like to be on the receiving end of you and the vital role you play in leading customer centricity in your organisation.

You'll spend time clarifying a united aspiration for great service and explore what it means to work through the lens of 'customer-centric leadership'. The aim is to establish how you will lead the culture change from the top through a shared vision and contracted understanding of what leadership will look, sound and feel like. You will spend time raising your consciousness of the impact leadership styles have on the overall level of service and experience across the organisation. Crucially you will explore the link between your role as leaders to create the conditions for your people to thrive so that they can deliver a differentiated and branded customer experience.

Results for your Leaders:

- Increased self-awareness of your own leadership style.
- Raised consciousness of your leadership blind spots.
- Shared vision of what the aspirational experience looks and feels like for your people and customers.
- Agreement of how you lead the change including the behaviours and culture you set around your aspiration that are vital for success.

How it works:

Our Leadership experts will facilitate this experiential programme at a location that creates the conditions for you to be your best for a team of up to 10 leaders.

Costs:

POA

Alternative
workshops &
events



CREATING A COACHING CULTURE

Aims:

This event focuses on empowering leaders and teams by introducing the key principles of coaching. Using coaching and feedback models as a foundation participants explore coaching mind-sets and skillsets; being curious, non-judgmental, push vs. pull, levels of listening, questioning types. Through the experiential techniques managers you will have the opportunity to put into practice their learning providing them with the confidence to make a sustainable behavioural change. This will result in increased employee satisfaction, greater collaboration and enable managers to develop high performing teams.

Results for your Managers:

- They will increase their emotional intelligence and ability to show empathy for their people.
- They will identify clear and realistic goals that will increase the performance of their people.
- Their people will be empowered to take ownership of actions.
- They will engage with their people in a way that is meaningful to them enhancing the employee experience increasing talent retention.

How it works:

Half Day immersion event for up to 10 managers.

Costs:

POA

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events





THANK YOU

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