

AWESOME PEOPLE LEADERS™

***WALK
THE TALK***



**Awesome
People
Leaders**

Learn more: <http://awesomepeopleleaders.com>

What's your talk?

LEADER GUIDE

Many businesses haven't made the critical connection between who they say they are, the employee experience and their customers' satisfaction. The strength of your brand, level of customer satisfaction and revenue growth relies entirely on the buy-in of your employees. How do companies create buy-in?

They walk their talk.

Purpose

Reason We Exist (Beyond Money)

Mission

How We Create Value That Fulfills
on Why We Exist (5-20 Years)

Vision

A Shared Picture of Mission
Success (5 - 30 Years)

The Core Convictions that We Share

Values

The Way We Work

Culture

What we value
we commit
to delivering
to society,
stakeholders,
customers,
consumers
and talents

Corporate
Brand Promises

Product/Service
Brand Promises

Employer Brand
Promises

Leader Messages,
Internal & External

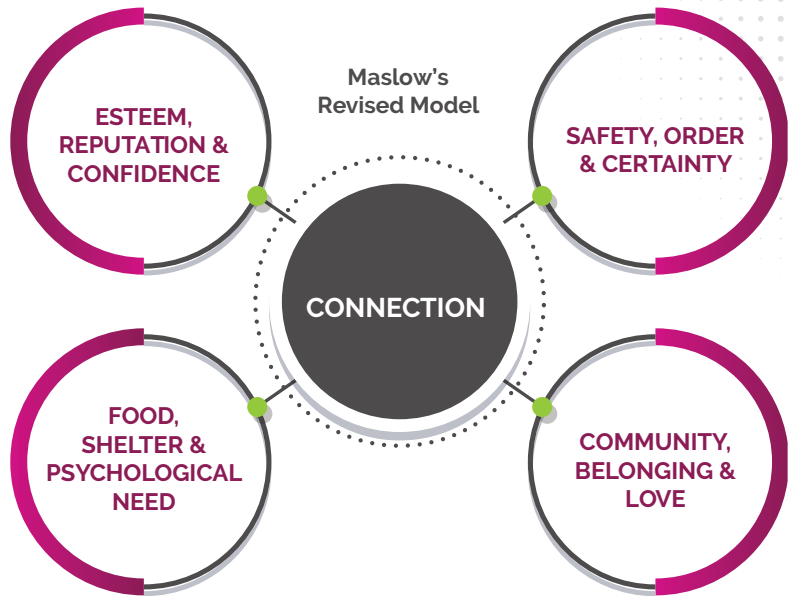
Press Releases

Earning Releases

Social Voice

What's your talk?

Enter a decision you are wrestling with or evaluating.



Consider the decision from the lens of your customers, employees, larger stakeholders and Your Talk. What will be the perception of the decision? How does it address needs or concerns? Does the decision reflect Walking Your Talk?

Evaluate your implementation of the decision using Maslow's Revised Model. What needs are being addressed? Where could you adjust implementation to meet more needs or better reflect Walking Your Talk?

Customer's Perspective

Employee's Perspective

Stakeholders & Society Perspective

Walk Our Talk: Who we say we are, why we exist, what we value, how we work and the value we committed to delivering



**Awesome
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Connection is a core value of ours....and we'd love to connect with you!



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