



## MARKETING YOUR PEOPLE

If we accept that people do business with people, then the single greatest resource of any business is the personality of the people, the culture of the people, and how your people react to customers.

The marketing of your people becomes a very important concept, and can be accomplished in a number of different ways.

Use of photographs of people on websites, business cards, newsletters and reception photo areas helps to suggest that your organisation is really about a group of people who are highly skilled and achieving tasks, rather than systems, forms, methods and policies.

The biggest fear that many owners and managing directors have is that the minute that you start promoting the people in your organisation somebody leaves and you consider that the value of that promotion is lost. However this is not so. If you promote the people as being part of your organisation then any future losses just continue to show to your customers that your organisation grows, invests in people and that you are continually adding new and exciting people to the interaction with customers. Obviously nobody likes people to leave but remember when people leave they don't take their customer base with them. They will take a portion sometimes and they may even take a portion of the loyalty, but if you focus on presenting your people as a team rather than individuals you will lessen the impact.

The team approach is a very successful strategy as a photograph of your team of people in your newsletter, a photograph of your team of people on your website, the promotion of the fact that there is a team always makes your business sound bigger than what it is, as well as give a sense of team loyalty to the existing participants and members of staff, and shows your customers who they are interacting with.

A very good way of promoting the people in your organisation is entering business awards to promote your people's skills and successes as being part of your organisation, encouraging your people to stand up and talk at conferences and speaking opportunities, and to do profiles on your people for going in the various media that do people development, as well as targeted media stories in target segment publications, magazines, radio, newspapers, television etc as a way of lifting their profile which of course helps to lift your cultural brand.

Whether you promote individual personalities or the team you will find the rub off effect on the rest of the members of the people who work with you to be exciting, enthusing and to build loyalty.

The vision for promoting people has to start from the top. The CEO or the Managing Director has to be prepared to promote themselves, their ethics and what they stand for and then the senior management team, going right through to your whole organisation.

Sponsorship is also another vital tool in promoting people, in that you can sponsor organisations that your staff are involved with, your customers are involved with, or your industry is involved with, as a way of really focusing on the fact that your people love working with your customer's people, not only at work but also in sport and leisure.

Don't get hung up by the aging in the photograph, it happens to all of us. Just change the photograph and update it, or if you want to you can get it digitally enhanced!

The power of promoting your people not only builds a successful culture within your organisation and also externally, but most of all it brings a human face to your organisation.

Enjoy promoting your people to my people!

This article contributed by Richard P Gee, Strategic Marketing Consultant, Interactive Author of 'Practical Marketing in New Zealand', Training & Seminar Presenter and Conference Speaker.