



Corporate Voicing: Develop a brand identity by shaping policies and aligning written materials to communicate both internally and externally in the voice of the brand.

A Universal Practice

- The process of creating logos, messaging and marketing programs is separate from the development of training materials and internal policies
- Manuals often sound formal, official, unfriendly and read more like legal contracts than communication pieces that should be marketing the company to its employees
- The relationship between the creation of job descriptions and performance evaluation systems is treated as two separate exercises and often not linked to the marketplace

A Universal Problem

- Employees are often disconnected from the brand, its meaning and message
- Organizations lose their full impact in the marketplace when employee behavior does not align with, or reflect the image of the brand
- Brands are diluted by incongruent communications and mixed messages between their internal organizations and the external marketplace

Manage and Market

People in the Workplace	Products in the Marketplace
Represent a company's product	Consumed by a company's customers
Build a brand	Deliver the brand
Make or break a company's reputation	Make or break a company's reputation
Interact with customers	Interact with customers

The Answer

- Develop brand identity both internally and externally by shaping policies and using written vehicles that communicate in a way that is aligned with the voice of the brand

Krysalis Solution

- Tie training to marketing, job descriptions to performance evaluation and policy to PR and do so in a voice that unifies the company and propels the brand forward

Results and Returns

- Intended message and brand identity makes it to the customer intact
- Training and marketing investments are mutually reinforced and therefore maximized
- Organizational cohesion is created between people and products
- Management to marketing efforts become strategically linked to one another