What's in a name?:
EMS Branding, Marketing, and Recruitment

Brett Lyle Coaching

2.16.2022
About Brett:

- **EMS** Business Development and Public Relations, Public Information, Social Media Management (2010+)
- **Brett Lyle Coaching**: health and wellness rebrand to personal and professional development (2014)
- **Creator & Hostess**: #Emergentleadership Podcast, hosted by Journal of EMS (JEMS) (2020+)
- **Career Coaching** One-on-one sessions; Online Course: Intro to Networking for Conferences; Conference Sessions and Speaking; Consulting for organizations (2018+)
Objectives:

- Understand organizational **BRANDING** and its value
- Learn how to tell the story of your organization: **MARKETING**
- Learn how to use your organization’s brand to **RECRUIT** quality hires that are aligned with your vision
Managing Expectations

There is no right way - just what works for you (stages and phases)

Resources: Time, Money, & Energy

Something is better than nothing

Just START! Take Action
1. You ALREADY have a brand
2. Your brand is either working FOR you or AGAINST you
3. You cannot NOT communicate
Organizational Branding

My part:
Personal brand vs organizational brand; to be defined: example, contributor, mentor

How do I define it?
Ask, listen, watch and learn- repeat

How can I control it?
Be intentional: culture, online presence, managing the message, accountability
Organizational Culture & Branding

Step 1: Retention
Step 2: Online Presence
Step 3: Marketing
Step 4: Recruitment
Step 5:
The VALUE of a brand

Operational:
New hire training costs, overtime support, fines from non-compliance, additional support, key performance indicators

Community Relations/Public Affairs:
Community engagement, conference value, advertisements, contracts

People & Culture:
Recruiting, retention, sign-on bonuses, referrals, stipends
Your WHY: Branding & Marketing

- Culture
- Community
- Visibility
How to measure your SUCCESS:

- Engagement
- Retention & Referrals
- Recruiting
- Other?
Where do I start?

Step 1: Organizational Pulse
Facts & Feelings, Front-level to Board, resource frameup

Step 2: The People
Near-term and long-term strategy, Opportunities

Step 3: The Plan
Your team dynamics, gaps and needs
How to: Online Presence

- Website/ Newsletters
- Organic/ Paid Media
- Print advertisements
- LinkedIn Company Page
- Glassdoor
- Instagram Public Page
- Facebook Groups/ Events
- Facebook Company Page
- Twitter
- E-publications
- Instagram Advertisements
- Virtual Conferences
- YouTube
- LinkedIn Career Pages
- Hashtags and trending topics
Step 1: Organizational Culture/Branding
Step 2: Retention
Step 3: Online Presence
Step 4: Marketing
Step 5: Recruitment
Branding & Marketing

1. Purposeful
2. Compelling
3. Storytelling
# How to: Tell Your Story

<table>
<thead>
<tr>
<th>Speak it</th>
<th>Write it</th>
<th>Show it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertisements</td>
<td>Website Copy (written text)</td>
<td>Event Pictures</td>
</tr>
<tr>
<td>Video clips: Reels</td>
<td>Community boards/Newsletters</td>
<td>Community partnerships</td>
</tr>
<tr>
<td>News/Media outlets</td>
<td>Testimonials</td>
<td>Reviews (Glassdoor, Company Pages, Surveys)</td>
</tr>
<tr>
<td>Company Pages/ job descriptions</td>
<td>Blogs/ articles/publications</td>
<td>Career Pages</td>
</tr>
<tr>
<td>Townhalls</td>
<td></td>
<td>Trending campaigns</td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Brett Lule Coaching
Marketing & Recruiting

1. Interest
2. Understanding
3. Inspiration (Action)
Your “Perfect Employee”

Values
Brand: Personal and professional; organizational

Goals
Short-term and long-term, logistics & reality, career ambitions

The Alignment
fulfillment & success; longevity & brand champions
Great companies don't hire skilled people and motivate them, *they hire already motivated people and inspire them*…

Unless you give motivated people something to believe in, *something bigger than their job to work toward*, they will motivate themselves to find a new job and you’ll be stuck with whoever’s left.”

- Simon Sinek
How & Where to find them:

1) Internal/inspire Champions
2) Go where they are: search near and far
3) ASK!
Success

Rules of Thumb

1. **Share:** don’t “sell”
2. **Stay true to your brand:** be intentional
3. **It’s only failure if you give up**
   
   `{make a plan, take action, evaluate, repeat}`
What’s in a name?:
EMS Branding, Marketing, and Recruitment

... in the end, the name is just the beginning...

Brett Lyle Coaching

#forever_you  #forever_professional  #emergentleadership
Brett Lyle Coaching (BLC) Community:

Emergent Leadership Podcast & More: Subscribe YouTube
Career: Emergent Leadership Career Opportunities (Private Group)
FREE Consultation Request & Newsletter Signup:
www.brettlylecoaching.com

Upcoming Public Events:
Pinnacle: July 25-29, 2022: Power Seminar Facilitator
“Attrition or Attraction: Competing for Caregivers in a Post Pandemic World”

LinkedIn II Facebook II Instagram II YouTube: Brett Lyle Coaching