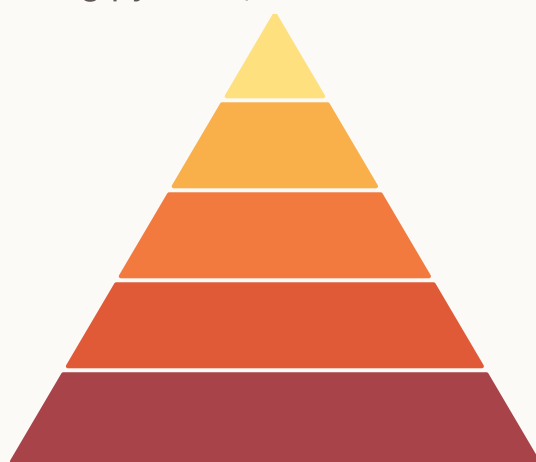


Model guide

From knowing to advocating: the Brand Imprinting pyramid, its five dimensions and how it is applied



From knowing to advocating.

Brand Imprinting is a set of studies, tools and techniques that aim to build an emotional bond between employees and the brand, understanding the brand as the set of rational and emotional attributes represented in the organization's name and identity.

The model draws on Abraham Maslow's theory of human motivation: as people satisfy basic needs, they look for belonging, recognition and transcendence. Work is no different. First we need to know what we do and how; then, why and what for.

A company and a brand are not the same thing

THE COMPANY

A group of people working together in one place.

THE BRAND

The symbol of the aspirations and purpose those people work for: it defines a style, creates differentiation and aligns efforts.

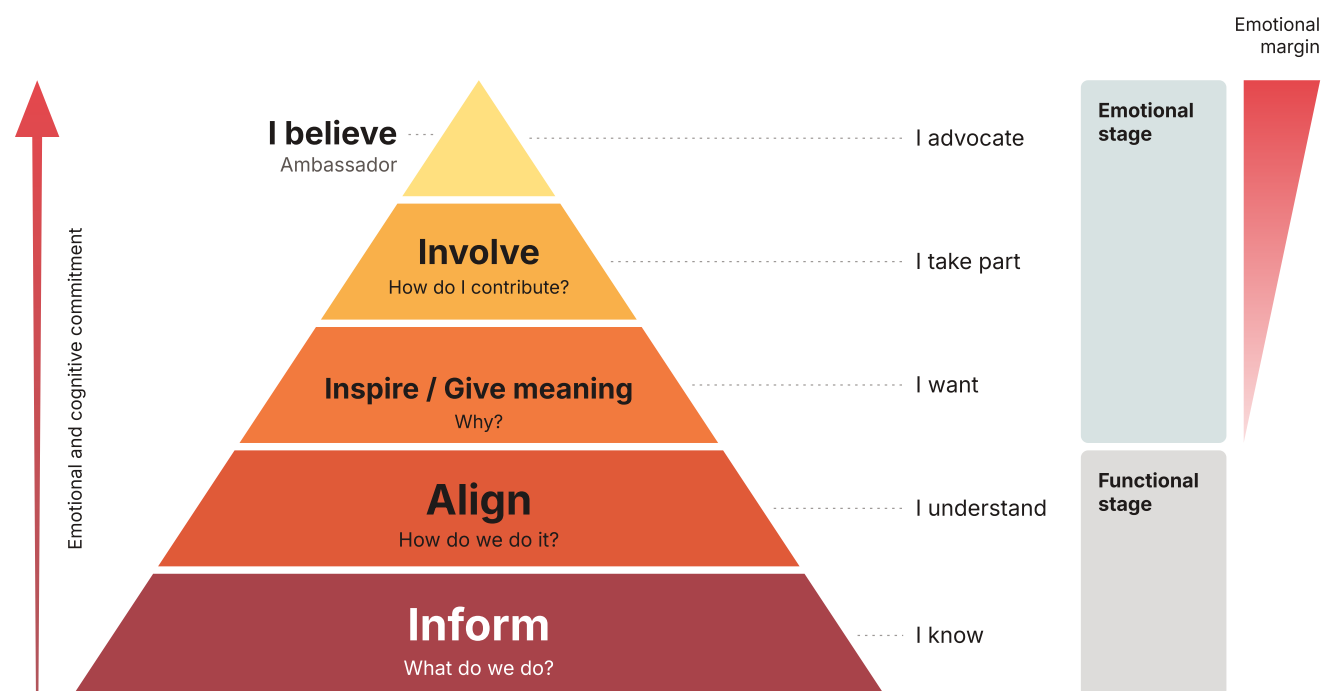
Brand Imprinting works on commitment to the brand, not only to the employer.

Contents

1. What Brand Imprinting is
2. The pyramid
3. Stages and emotional margin
4. The five dimensions
5. Warning signs
6. How it is applied
7. How it is measured
8. Using and citing this material

The pyramid

The model organizes commitment into five levels. Each level answers a question and produces a state in the employee.



LEVEL	QUESTION	THE EMPLOYEE...	STAGE
Inform	What do we do?	I know	Functional
Align	How do we do it?	I understand	Functional
Inspire / Give meaning	Why?	I want	Emotional
Involve	How do I contribute?	I take part	Emotional
I believe	—	I advocate (Ambassador)	Emotional

Two stages

Functional stage

I KNOW · I UNDERSTAND

Knowledge of the business, processes and roles. It is the foundation. Without it, emotion does not turn into contribution.

Emotional stage

I WANT · I TAKE PART · I ADVOCATE

Purpose, a sense of personal contribution and pride in belonging.

Emotional margin

It is the added value a person brings when their commitment is emotional and not only functional: more ideas, more care, more collaboration, longer tenure. The emotional margin grows as you move up the pyramid.

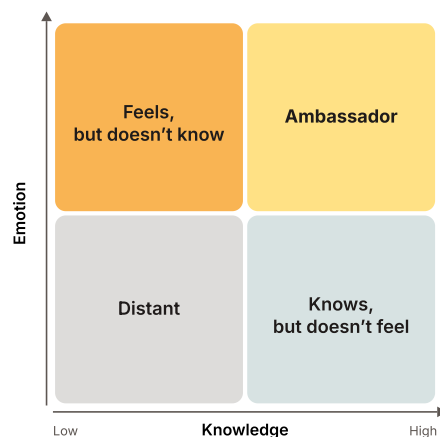
A KEY PRINCIPLE

“A moderate emotional bond combined with a correct understanding of the brand is worth more than high enthusiasm built on a mistaken perception.”

Love without understanding does not turn into contribution.

Two axes read together

Brand Imprinting looks at two things at once: how much a person knows about their organization and how much they feel about it. Each combination tells a different story and calls for a different response.



Conceptual illustration. It does not represent real data.

Virtuous circle

When people feel fulfilled, their sense of belonging, identification and pride grow. They become ambassadors who influence their peers, and the bond spreads.

The 5 dimensions.

Each level of the pyramid corresponds to a dimension: a question the organization must answer for its people and a state we hope to find in them.

1

What do we do?

FUNCTIONAL

Business knowledge · The employee says: "I know"

What people know about what the organization does: products and services, customers, competitors, its environment, how it wants to be perceived, its overall objectives, and their own role, duties and benefits.

Warning sign. People who know their own task but not what sets their organization apart.

2

How do we do it?

FUNCTIONAL

Processes · The employee says: "I understand"

The tools, processes, value chain, the role of each area, how decisions are made, and the consistency between what is done and what is promised to the public.

Warning sign. Working in silos. Everyone understands their own part but not anyone else's.

3

Why?

EMOTIONAL

Purpose and style · The employee says: "I want"

The deep reason the organization exists. Making money is not the answer: it is a result. Purpose must inspire, project the organization into the future and define a style of its own. Leaders must embody it.

Warning sign. Values known by heart that nobody connects with everyday decisions.

4

How do I contribute?

EMOTIONAL

Shared responsibility · The employee says: "I take part"

Each person knows how their work affects other people's work and the results, who depends on them and whom they depend on, and feels that their opinion is heard.

Warning sign. High individual commitment but a low sense of being listened to by superiors.

Pride of belonging · The employee says: "I advocate" · Ambassador

The inclination to speak well of the organization, to recommend it, to bring work into family and social conversations, to have friends at work and to feel proud of its achievements.

Warning sign. Pride that rests only on the brand's external prestige and not on the internal experience.

Warning signs at a glance

Each dimension has a typical sign that something is not working. They are for starting conversations, not for passing judgment.

LEVEL	DIMENSION	WARNING SIGN
1. I know	Business knowledge	People who know their own task but not what sets their organization apart.
2. I understand	Processes	Working in silos. Everyone understands their own part but not anyone else's.
3. I want	Purpose and style	Values known by heart that nobody connects with everyday decisions.
4. I take part	Shared responsibility	High individual commitment but a low sense of being listened to by superiors.
5. I advocate	Pride of belonging	Pride that rests only on the brand's external prestige and not on the internal experience.

How it is applied.

Five steps that organize an organization's work with its people.

01 Diagnosis

Measurement of the Brand Imprinting Index across the whole organization (a census, not a sample), complemented by qualitative conversations. It identifies gaps by dimension and by area.

02 Brand narrative

Built with the top leadership layer, using business strategy, marketing strategy and positioning as a framework. It answers the five questions in an inspiring and truthful narrative.

03 Activation

The narrative organizes all internal communication, in form and substance: campaigns, leadership, onboarding, recognition and the employee experience from attraction to exit.

04 Leadership

Leaders are the link between the team's work and purpose. They align first and communicate afterwards.

05 New measurement

Measure again after 12–24 months to see how things have evolved and adjust.

Who takes part

General management, people/HR, marketing and communications. Tactical implementation can involve many disciplines depending on the organization.

What we hope to achieve

- Talent retention
- Greater value from each contribution
- Teamwork
- Internal development
- Strategic alignment
- Brand consistency for internal and external customers
- A better employer image

How it is measured

The Brand Imprinting Index, from 0 to 100, comes from an anonymous questionnaire answered by the whole organization (a census, not a sample). For teams of up to 50 people there is a free tool at brandimprinting.org.

- Brand Imprinting Index from 0 to 100
- Participation rate
- Functional and emotional stage scores
- Score for each of the 5 dimensions and for each question
- Results by segment (when there are at least 5 responses)
- PDF and CSV export

We do not ask respondents for names or emails, nor do we store their IP address. Results by segment are only shown if the segment has 5 or more responses.

Measurement gives numbers, not interpretation. The questionnaire and its calculation are applied only from the official tool, so that results are comparable across organizations and over time. It is not under an open license.

A note of honesty

This research supports the relationship between engagement, meaning and results. **It is not a validation of the Brand Imprinting instrument in particular.** We are working to publish the instrument's psychometric indicators.

Using and citing this material

The model's texts, diagrams and guides are free to use under CC BY-SA 4.0. The questionnaire, its calculation and the tool fall outside the license.

You may name and cite the model. You may not use the name for a different questionnaire or present yourself as a partner without being one.

HOW TO CITE

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To go further

- Articles: brandimprinting.org/en/articles/
- Free measurement tool: brandimprinting.org/en/tool/
- Use the methodology: brandimprinting.org/en/use-the-methodology/

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