

THE FIVE 'SUPER SKILLS' OF EMPLOYEE ADVOCACY

Your employees can be your biggest brand advocate, but you first need to realise that your employees are more than just people hired to provide services...

THE FIVE 'SUPER SKILLS' OF EMPLOYEE ADVOCACY

1. LISTENING

You need to listen – and listen properly.

You need to seek first to understand what it is people are saying to you, and only then seek to be understood.



2. DO 'WITH' DON'T DO 'TO'

A lot of time, leaders “tell” employees what they need to be doing.

But you must ensure employees feel engaged and involved.

That they have ownership of their role.

Think about [Robert K. Greenleaf](#) and [The Servant as Leader](#).

As a manager, you should be focused on putting the needs of others – especially your team – first and simply helping people develop and perform as highly as possible.



3. UNDERSTAND THAT INFORMAL WORKS

The most powerful channels within your organisation are:



Informal

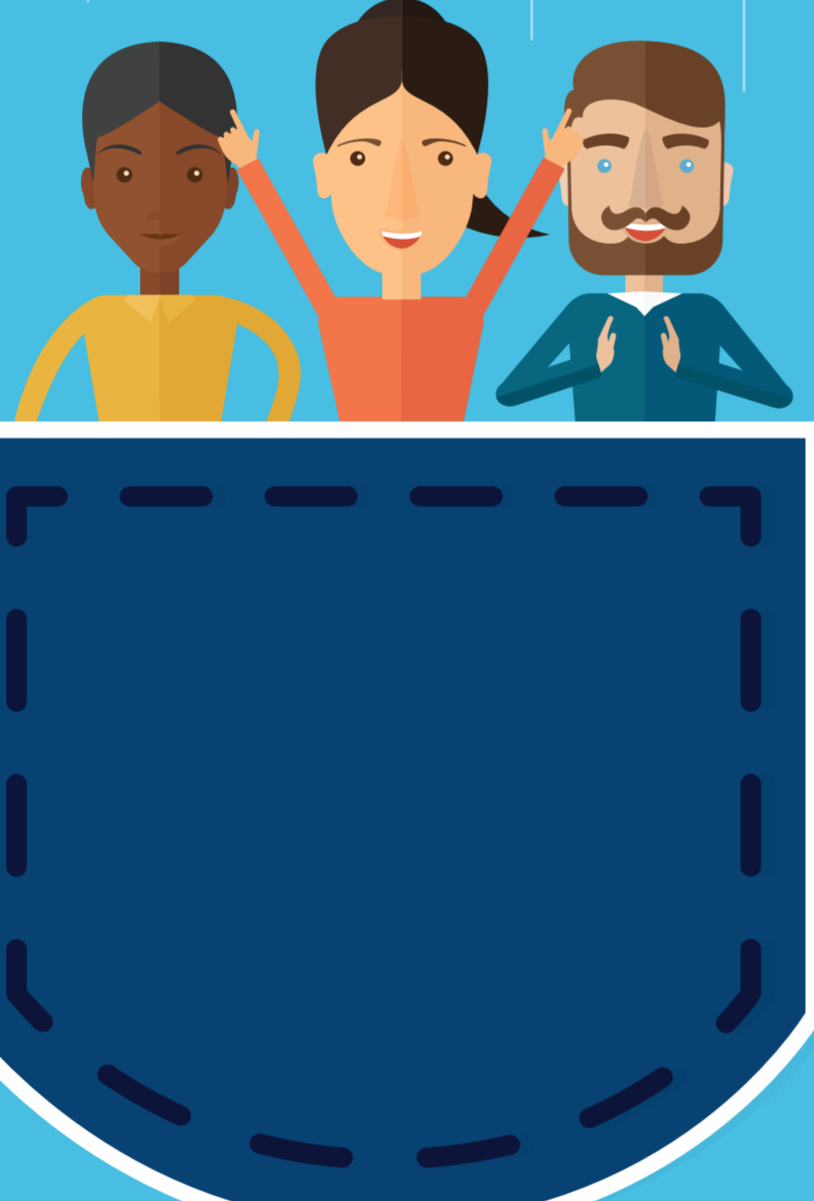


Word-of-mouth



Peer-to-peer

It can be a good idea to communicate with pockets of people rather than at an organisation-wide level.



4. TRUST, AUTHENTICITY, AND INTEGRITY

Smart communicators are:



Genuine



Authentic



Trusted

An employee advocate realises trust and integrity is achieved through actions, behaviours and the way they communicate every day.



5. PERSEVERANCE AND CONTINUOUS REVISITS

It is important to recognise that your goal is to be making change sustainable and relevant.

How you communicate will be an ongoing project to ensure it doesn't become:



Stale



Irrelevant



Tuned out



Become a smart communicator, discover how Toyota GB promote employee advocacy and treating your employees as if they were your most important clients. Download:

THE LITTLE BOOK FOR... THE 'EMPLOYEE FIRST' ADVOCATE.

How to treat your employees like your most valuable customers.

Download now!

