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**BRAND INTEGRITY LAUNCHES PARTNER PROGRAM TO HELP MORE COMPANIES
IMPROVE EMPLOYEE ENGAGEMENT AND BUSINESS RESULTS**

New Business Model Provides Additional Revenue Streams for Partners

ROCHESTER, N.Y., Nov. 3, 2008 – Brand Integrity, a strategy practice specializing in employee performance, today introduced its Employee Engagement Partner Program for branding/advertising/marketing agencies, market research firms, management consulting practices, and human resources firms interested in expanding their brand implementation offerings. At a time when employee engagement is at an all-time low, this program will provide the software and services companies need to move employee recognition beyond traditional, one-time “thank you’s” to a transformational leadership tool.

According to a recent Gallup study, upwards of 71 percent of the workforce in the US is not engaged at work, while a separate study done by FranklinCovey found that less than half of US employees’ time is spent working on their organization’s most important goals. Brand Integrity’s Employee Engagement Solution helps companies realize stronger performance by aligning company goals with employee behaviors and engaging individuals to share, recognize, and repeat the best practices that deliver meaningful results.

“Many advertising, branding, and consulting firms today are quite effective in defining brands and organizational strategies, but few know how to translate those brands/strategies into distinct behaviors and experiences their clients’ employees can do each day to bring them to life,” said Gregg Lederman, founder and managing partner of Brand Integrity. “This lack of implementation services can dramatically impact client success in areas such productivity, loyalty, and sales as well as their ability to hire, train, and retain the right people for each job. Our solution provides partners with a proven implementation program that can be used to not only help clients uncover ways to drive consistent, on-target results, but improve their own business value proposition and new revenue potential.”

These opportunities for growth include the ability to easily expand current service portfolios. For example, in offering the solution:

- Advertising and marketing agencies that create branding and corporate reputation strategies can offer a method for taking brand promises off billboards, collateral, and the Web and integrating them into the everyday performance of company employees.
- Market and employee research firms that conduct studies to uncover challenges to employee engagement and brand implementation can go beyond problem identification to offer a solution for improving results in impacted areas.
- Management consulting firms that specialize in helping senior leaders develop business plans, strategies, and objectives can provide a platform for strategy alignment, execution, and measurement.
- Human resources firms that focus on employee incentives and engagement can offer a framework for education, recognition, and measurement that is customized to the needs of their clients' businesses.

Brand Integrity's solution is being used currently by employees at leading organizations such as the University of Rochester Medical Center, the American Red Cross, Retirement Living TV, and Higher One, Inc.

Unlike competitive recognition programs that motivate people sporadically through one-time rewards, the solution engages people through an ongoing cycle of collaborative, peer-to-peer recognition that is specifically tied to a company's brand strategy and desired goals. When employees witness others doing behaviors that are in line with the strategy, they nominate them using a patent-pending nomination process (online or offline) that helps capture the activity, identify its link to company goals, and measure its impact on business results. By capturing this data, management's visibility into performance is significantly improved, as are opportunities for transforming work cultures. Additionally, management can identify and adopt best practices faster, understand who and what areas of the business are struggling to meet goals and require mentoring, assess individual performance against job requirements, and bring virtual teams or divisional units closer together. By regularly sharing what success looks like across different job categories, management also improves expectations for performance and opportunities for showing appreciation—two factors that are largely responsible for increasing employee turnover, disengagement, and productivity loss.

In addition to the software, the Employee Engagement Partner Program includes access to all of the services that make implementing strategic recognition easy within diverse industries such as Recognition Program Design Support, Technical Support, Certification Training (for training customers to run the program internally), online administrative tools, Pre- and Post-Sales Support, Comprehensive Sales and Marketing Support, Demonstration and Evaluation Software, and access to the Brand Integrity Recognition Client Advisory Board.

For more information about the Employee Engagement Partner Program or Brand Integrity, go to www.brandintegrity.com or call 585-442-5404.

About Brand Integrity

Brand Integrity Inc. (BI) is an influential strategy practice specializing in employee performance. BI helps companies close the gap between business goals and employee performance by defining and integrating proprietary behaviors and experiences into operational processes, and by implementing the recognition systems critical to achieving improved results. Headquartered in Rochester, NY, BI is a privately-held company. For more information on BI, contact 585-442-5404.

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