

Action plan



Embed your USP in your company culture

Every leader knows that getting employee buy-in is the best way to make sure a strategy really sticks. Your employees represent your business, whether it's in a sales presentation, social media post or customer service call. If you've developed a unique selling point (USP) and want to ingrain it in your culture, it's essential that your staff understand what it is and why it's important.

- **Effort:** Medium
- **Impact:** Medium

Actions:

Introduce the USP to staff and explain your development process.

- **Impact:** Medium
- **Suggested duration:** 4 days
- **Why this will help:** Learning about the process of identifying the USP will give staff a better understanding of why you've chosen this feature as your selling point over another.

Consider how the USP could impact the daily operations of different departments.

- **Impact:** Low
- **Suggested duration:** 7 days
- **Why this will help:** Instilling a USP isn't a one-size-fits-all process and some departments will need extra time or support if they're going to successfully incorporate it into their roles.

Meet with relevant departments to discuss how they will communicate your USP to a wider audience.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** These meetings give staff the chance to ask any questions and collaborate on ways to promote the USP. This could involve creating a new marketing campaign or changing how the business is framed in job adverts.

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Establish a rewards programme for staff that have gone the extra mile to adopt the USP.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** It's easy to get excited about a new message, then slip back into what's old and familiar. If you want your USP to stick, it helps to reward staff who are proactive about pushing it.

Sense check that business plans align with the USP.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Business leaders need to play their part in making sure the USP is ingrained in the company culture too. Whether it's a plan for a new product or partnership, get into the habit of looking at whether it makes sense in the context of your USP.

How will I know if my action plan is working?

Way to measure success

Employee pulse surveys.

Why this metric?

Surveying employees will give you an indication of how familiar staff are with your USP and how it affects their roles.

How do I start tracking?

Use an online survey tool to send out a short survey three, six and 12 months after first introducing your USP. In the survey, ask staff to identify what your USP is and suggest a time they have incorporated it into their work activity.