



How to promote your BSI Assurance Mark.

# A simple three step guide

Step  
01

## Get your mark.

Achieving your certification may have felt demanding at times. Using your BSI Assurance Mark couldn't be any easier.

Your BSI Assurance Mark is unique to you – like a fingerprint.

It identifies the name and number of the standard or scheme. That means your clients or stakeholders can easily recognize and verify it – a particular benefit if you are certified for multiple standards.

We've put together a straightforward guide to using your BSI Assurance Mark. It shows you how to use the Mark correctly and efficiently.

### Using your BSI Assurance Mark

- Uncluttered design – easily fits on business cards and flyers
- Multi-format – use for print and digital materials
- Simple colour scheme – works with multiple logos, including other accreditation logos
- Transparent background – sits with your brand identity
- Available in solid red – for even greater visibility



**bsi.**

...making excellence a habit.™

## Step 02

### Share the news.

Don't be shy. You earned your BSI Assurance Mark. So spread the word with colleagues, clients and the media.

#### Share with colleagues

It takes a lot of people working hard together to achieve certification. Now's the time to share their achievement with the business as a whole. When you do it well, internal PR can help you gather wider feedback, engage people in other departments and continue to share your external communication strategies.

Your first, and easiest step is to add your Assurance Mark to your website, corporate stationery, marketing materials and physical assets. Company vehicles, signage, and uniforms can all be advertising billboards for your success. But why stop there? If you have a staff newsletter, CEO's email, noticeboards, intranet or trophy cabinet in reception, they are all excellent places to promote your success.

#### Share with the media

*"A journalist-written article about a brand or its product is inherently more valuable than purchased ad space."*

PerkettPRsuasion blog

Here are two points to remember as you plan your press release:

1. Your BSI Assurance Mark isn't just an award; it's an endorsement of the hard work your whole team has put in to achieve success
2. Any press release reads better with a quote and we can provide one to bring your achievement to life

#### Share with prospects

A case study is the perfect way to tell the story of your certification to customers, prospects and other stakeholders in your business.

It should include the challenges you faced as well as the results you've seen since achieving certification.

## Step 03

### Improve your business resilience .

Organizational Resilience is "the ability of an organization to anticipate, prepare for, respond and adapt to incremental change and sudden disruptions in order to survive and prosper."

Mastering Organizational Resilience requires the adoption of excellent habits and best practice to deliver business improvement by building competence and capability across all aspects of an organization.

#### What a resilient organization looks like and how it benefits

A resilient organization will demonstrate key traits in the way that it operates: adaptable with agile leadership that governs robustly.

A resilient organization will benefit from:

1. **Strategic adaptability** – giving them the ability to handle changing circumstances successfully, even if this means moving away from their core business.
2. **Agile leadership** – allowing them to take measured risks with confidence and respond quickly and appropriately to both opportunity and threat.
3. **Robust governance** –demonstrating accountability across organizational structures, based upon a culture of trust, transparency and innovation, ensuring they remain true to their vision and values.

To learn more about Organisational Resilience, visit [www.bsigroup.ae/OR](http://www.bsigroup.ae/OR)



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