



How to Break from the Past

Client: Jack In the Box

Goal: A stronger brand positioning -- and an aligned, inspired organization to execute it

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results -- significant, tangible, sustainable results. After all, your brand is like your body -- it's the greatest instrument you have -- but you've got to use it and keep it strong." -- Denise

Assessment

Assessment: We need to guide the executive leadership team to **discover** and **embrace** a more focused brand direction. We need to **engage** the entire organization in delivering the new direction.

Program & Plan

Training Program: Brand Platform, Brand Toolbox, Brand Engagement Sessions

Training Plan:

- **Facilitate** worksessions with executive leadership team to:
 - **Conduct** a diagnostic brand and organizational evaluation
 - **Cast** a new brand vision and develop potential new brand positioning concepts
 - **Set** new cultural norms and organizational values
- **Conduct** worksessions with franchise community to enroll participation in delivering new brand direction
- **Frame and guide** qualitative and quantitative concept research
- **Facilitate** worksessions with marketing and operations teams to develop brand filters and guidelines
- **Craft** a visually-arresting and informative "Book of Jack" to inspire and guide the entire organization



Result

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Same store sales growth and cultural transformation of organization

