

brand as business workshop

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. Contact me for a custom proposal and information about my other services." *-denise*

issues

- have you set a new brand direction but some stakeholders haven't embraced it?
- do internal teams struggle to understand their role in interpreting and reinforcing the brand?
- is there a disconnect between your brand vision and the actual customer experience?

approach

a dynamic worksession in which stakeholder groups develop agendas to drive how they operationalize the brand strategy

preparation:

- interview select participants to understand the opportunities for operationalizing the brand and the individual challenges and potential stumbling blocks
- audit existing operations and review briefing materials
- frame the workshop and prepare a detailed agenda
- prepare pre-work assignments for participants

the workshop:

participants work through a focused agenda:

- 1. experiencing** – opportunities to engage with the brand and be inspired to work together
- 2. envisioning** – what it would look like if the brand is interpreted and reinforced appropriately
- 3. identifying gaps** – the specific ways in which the vision differs from the current state -- and their root causes
- 4. prioritizing** – shared agreement on the top areas where changes are needed most
- 5. creating the operational agenda** – a manifesto and specific action plans for implementing changes

worksession outline



outcomes

clear, specific plans which produce a more focused, aligned, and productive culture and “on brand” customer experiences