issues

- Is there a disconnect between the strategy of your brand and how it gets executed?
- Do people fail to understand their role in delivering the brand?
- Have you developed brand resources and tools and you want to ensure they’re used?

approach

interactive experiences that engage stakeholders and equip them to bring the brand to life

A brand engagement program can be one or several fun, inspiring, and instructive experiences— for example:

- A **workshop** -- cross-functional teams develop new operating processes and programs based on the brand strategy
- A **challenge** -- stakeholders submit ideas for new ways to bring the brand to life; all entrants are entered to win a prize
- **Listening booths** -- people listen to customers talk about their brand experiences
- A **quiz** -- teams compete to answer questions about the role and value of the brand
- **Video game-based training** -- employees interact in virtual realities to learn brand-appropriate decisions and actions

My **action steps** include:

- Interviews with key stakeholders and workteams to understand engagement needs and opportunities
- Development and presentation of recommended interactive experience concepts
- Content/creative development, production, and execution of the concepts

**Timing:** 8-16 weeks

outcomes

A workforce that’s engaged with their heads, their hearts, and their hands and feet to operationalize your brand