issues

- is there a gap between your brand strategy and how it gets executed?
- do different internal groups disagree on what’s “on brand” and what’s not?
- do your business partners fail to understand or embrace your brand vision?

approach

A collection of tools which inform, inspire, and instruct all stakeholders to interpret and reinforce your brand appropriately.

Through a process audit and stakeholder interviews, I identify the approach and tools necessary to:

- **inform** - communicate the brand platform and principles to guide brand execution
- **inspire** - ignite passion for the brand and motivate changed behavior
- **instruct** - facilitate decision-making and actions that are “on brand”

My action steps include:

- **Interviews** with key stakeholders and workteams
- **Audit** of key planning and operational processes
- **Table of contents**, and **workplan and schedule** for assembling existing content and creating new tools—contents usually include:
  - rationale and explanation of brand strategy
  - principles and guidelines for delivering brand values and attributes at key touchpoints
  - sample applications for brand expression and delivery
  - decision guides and process outlines
- **Creative development** of toolbox concept, look, and feel
- **Tool development** - content and creative
- **Production** of final toolbox
- **Recommended** roll-out and **engagement plans**

Timing: ~13 weeks

outcomes

An aligned, motivated, and equipped organization that executes your brand with operational excellence.