



Brand Promises

Workshop Overview

What is a brand? A brand is intangible. You can't see it. You can't touch it. Yet a brand provides enormous value to your company and gives you a competitive edge over others in the same industry. Essentially a brand is a promise to clients about what they can expect when they work with you. The more you can deliver on your promise, the stronger your brand. In this experiential workshop, we explore the meaning of your brand promises and create language you can use with your clients.

Workshop Objectives

- » A preworkshop survey to explore your brand's value and the clients you serve
- » Engage in a facilitated discussion to define and align with your organization's brand promises
- » Create talking points you can use as pillars to communicate the benefits for your clients
- » Weave brand promises together into a story to demonstrate your organization's value

Deliverables and Takeaways

- » Alignment to the brand promises to enhance your organization's identity and the value you provide
- » A write-up capturing the information from the facilitated discussion
- » A final Brand Promises document incorporating your feedback

Program Length and Fees

Workshops are 4 hours in length. Fees include preparation, customization, facilitation, program materials and post-workshop time to produce the final Brand Promises document. Travel beyond the metro New York area is additional.