

Workshop

# Know Your Brand To GROW Your Brand



This workshop is for entrepreneurs and startups to answer a very simple question *“What do we do and why should anyone care?”*

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If you are looking for a more compelling story about your brand or to gain a deeper understanding of what makes your offering special, then this workshop will help you discover new inspiration and meaning for your brand.

The Identity Counsel **“Know Your Brand To Grow Your Brand”** workshop takes you through a guided method in discovering the authentic personality of your brand and how it is carried through all touchpoints.

Leading with defining the personality of the brand, the workshop will help in uncovering the building blocks that make up your brand story.

your brand purpose, vision, mission, values, motto, positioning and culture.

The below mentioned key elements bring forward the meaningful truth of your brand. It forms the basis for all the messages your brand needs to communicate as it reaches out to its audiences.

## **Your Brand Purpose**

Build your brand around greater meaning, a purpose that influences and inspires. Your brand purpose will become the driving force around which all your behaviors and actions align.

## **Your Brand Vision**

Your organization’s Vision Statement is a picture of the difference you want to make and the impact you want to have. A big audacious brand vision will empower you and everyone who works for the brand.

## **Your Brand Motto**

Your Brand Motto is probably the most important manifestation of your vision. It is the true reflection of why you do what you do in the world . It inspires everyone to take action and keep a focus on the goal.

## **Your Brand Values**

A clear articulation of what is most important to your business. Clear and authentic values help steer your company's attitudes, choices, and actions. Core values support your vision, shape your culture and reflect what your company stands for.

## **Your Brand Archetype**

Brands have personalities – just like humans. You'll discover the character your brand is meant to live out in the world. Based on Carl Jung's work, you'll discover the most authentic archetype for your brand.

## **What Makes You Different**

With so many other brands out there doing the same or similar things, how do you stand out and find your clear unique market position against competition. How do you create meaningful brand differentiation and create your brand's recall in the minds of your customers.

## **Who Should Participate?**

The brand owner or key marketing personnel.

The workshop is designed for 6-8 participants, so everyone feels fully engaged.

## **Workshop Preparation**

Prior to the workshop day, we'll want to learn a little about you. All you need to do is send us a brief introduction of your core business. Knowing a bit about you in advance will help in engaging in a meaningful discussion during the course of the workshop.



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