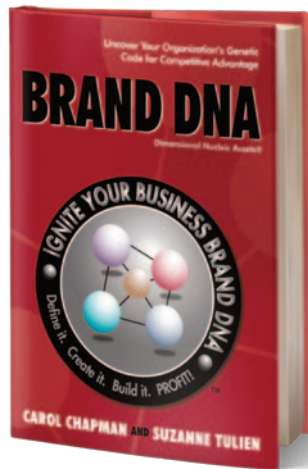


BRAND DNA IN A DAY

An accelerated facilitation of the Brand DNA methodology that enables your businesses to IDENTIFY, DEFINE, & ALIGN to your Brand's unique VALUE POSITION, create undeniable distinction, and deliver on your promise, EVERY DAY.

For the progressive small business of up to 20 employees.

In just 7-8 hours, we'll engage YOU + your selected team in BA's proven Brand DNA proprietary process to clarify the answers to such questions as:



- What **position** do you want to 'own' in minds of your community, employees, customers, and vendor market?
- What is the unique **personality and style** of the brand?
- What are the **core values** that guide your behaviors and business practices?
- What are your **unique differentiators that create and leverage brand advantage** within the internal and external perceptions?
- How will your **brand reinforce who you are** and the desired perception you want to create in the minds of your **employees, customers and community**?
- Does your brand have a strong point of view that **compels your prospects to choose you**?
- How will you **inspire your stakeholders/employees** to action your Brand through behaviors that build the 'trust experience' for the customer and referring partners?

“*Your marketing might get prospects in the door, but it is YOUR BRAND that keeps them coming back!...and telling their friends.*”

- Suzanne Tulien

Expertly facilitated by Suzanne Tulien,
Brand Clarity Expert, Author,
International Speaker, Certified Trainer.



BENEFITS OF THIS POWERFUL FACILITATION:

- 1 The training modules (videos & workbook) are designed for the team to view together and result in **full participation** and **'buy-in'** from participants in the session.
- 2 The session creates a comprehensive **collaborative understanding**, enabling participants to 'dig deep' to define the company's Brand DNA and integrate it within the specific areas of the business.
- 3 The outputs **solidify the clarity and value position** of the brand and gets all **'on the same page.'**
- 4 Expert facilitation incorporates essential **team-building activities to enlist, equip and empower participants' commitment to the DNA** – generating a powerful sense of belonging, contribution, and advocacy to spread the word to others and protect the integrity and development of the brand.

“ 40% of your marketing dollars are wasted, due to lack of awareness of brand distinction, and ill-informed staff undermining the promotional promise.

- David Barrows, The Design Agency, UK



Let's get started!

Your BRAND starts deep within it's DNA, not a marketing campaign. Let's unleash your Brand's unique genetic code for competitive advantage now!...BEFORE you spend one more dollar on marketing!

Suzanne Tulien
Brand Clarity Expert, Author, Speaker
Pioneer of the Brand DNA Methodology



BRAND DNA IN A DAY DELIVERABLES:

- 1 **Brand DNA Onesheet:** a one-sheet, quick review layout the final outputs of the main components of the Brand DNA work. This will **guide you in every decision** you make about the growth of your business.
- 2 **Official Brand DNA Handbook** template to house all the specific details of the Brand DNA components (i.e. definitions, differentiators, standards of performance details, etc.) Great for staff meetings, onboarding new employees, etc.
- 3 From the outputs, you will **gain new marketing messaging and content** that speaks directly to your brand's value position.
- 4 **A collective understanding, agreement, & clarity of your brand's value position.**
- 5 **Brand DNA Implementation Task Sheet:** A list of multiple ideas that can be utilized to infuse your new Brand DNA into tangible marketing materials, actions & behaviors, programs, and processes to ensure your Brand's DNA is aligning to walk the talk and deliver on your promise.

Brand Ascension
elevating conscious branding in business®