

MITI Brand Heart Workshop

BRAND	MITI
PROJECT	Brand Heart Workshop
DATE	Proposed: 24th Jan 2024
TIME	8am - 3:30pm
OPTIMAL NO. OF PARTICIPANTS	20-25 people <ul style="list-style-type: none">• 5 groups of 5 OR 4 groups of 6
KEY OUTCOMES	Define MITI's Brand Heart and all components within: <ul style="list-style-type: none">a. Purposeb. Mission & Visionc. Single-Minded Value Propositiond. Pillarse. Benefitsf. Valuesg. Personality
TOOLS	MIRO, Kahoot!, Slido

AGENDA	
8:13 - 8:45 am	Introduction <ul style="list-style-type: none">• Welcome and Overview• Icebreaker Activity
8:45 - 9:15 am	MITI's Situation <ul style="list-style-type: none">• Context-setting• Sharing
9:15 - 9:45 am	MITI's Competition - An Overview <ul style="list-style-type: none">• Sharing• Breakout Session 1
9:45 - 10:00	BREAK