CORE PROGRAM – Modules for company owners and entrepreneurs

1. Welcome and overview to Company Owners and Entrepreneurs

2. What is a brand? (Free introductory model that discusses the Brand Promise)

3. Why are brands more important than ever before?

4. Whole Brain Thinking – our guiding process

5. Whole Brand Thinking.

6. Rational and Emotional Engagement

7. Higher Purpose

8. Whole Brand Promise

9. Brand on a Page

10. Brand Symmetry

11. Brand Touchpoints

12. Workshop tools overview

13. W/T Brand Belief

14. W/T Brand Star

15. W/T Brand Trajectory

16. W/T Brand Archetypes

17. W/T Claim, Value, Proof

18. W/T The 5 Whys

19. Review of the Whole Brand Concept

20. Exercises