

BUILD YOUR BRAND STRATEGY

A SOLVE FOR Y WORKSHOP



“Brand is what people say about you
when you are not in the room.”
– Jeff Bezos

ABOUT THIS WORKSHOP

This workshop is designed specifically for second-stage businesses that have never articulated a brand strategy before, and are ready to unlock additional growth.

Your team will learn how they can influence the conversation your customers and prospective customers are having about your company in ways that will focus your marketing activity, drive revenue, and build long-term value in your business.

The Takeaways

- Identify brand weaknesses and growth potential with our signature Solve for Y assessment
- Select the positioning strategy that aligns with your opportunities for growth
- Develop a road map to connect your brand with your target customers

WORKSHOP COST: \$6,800

Three 2.5 hour sessions (either in-person or virtual) with up to eight participants from your company's leadership team, marketing and sales departments, and other customer-facing positions.

FEEDBACK FROM PAST WORKSHOP PARTICIPANTS

“The best hours you'll ever spend to gain clarity on your brand(s) and how to maximize their impact in everything you do as a company.”

– *Shawna Vogel*
COO, Enlivity

“Our marketing plans always feel like we're looking at our goals far off in the distance through a telescope, blurry and unstable. This workshop brought everything into focus and put it on a tripod!”

– *David Blanchard*
VP Business Development, GPI