

# The Brand Builder!™

A uniquely empowering and effective workshop created to help you build a powerful brand for your business, your product, your team... or you

Introducing a powerful 'human-scale' workshop that will:

- reveal the mix of qualities that make your brand unique
- help you to create a brand name and 'positioning' that genuinely expresses what your brand stands for
- provide a solid platform from which you can confidently plan your marketing communications

Written and presented by Simon Middleton, The Brand Strategy Guru, an experienced and inspiring brand advisor, **The Brand Builder!™** is highly participative, inspiring and productive.

Kick-start your new business, new product or new team

- a fantastic energiser and solid base to launch any new project
- provides clarity, impetus and high-morale for you and all your colleagues
- offers a uniquely powerful session for your company conference or board away-day
- works with any number of participants from 5 to 500, from small teams, to whole departments and entire conference audiences

***"Simon has a great knack of asking the right questions. He has a terrific talent for getting to the essence of something, and persevering to cut out all woolly thinking until you are left with the great aha moment and you realise you have found the jewel amidst the mountain of stones."***

Fiona Reid Wilson, Development Manager,  
Norwich Union Insurance, Customer Experience.



## How does The Brand Builder!™ work?

**The Brand Builder!™** is a structured workshop which guides participants through proven and effective activities, towards a powerful and practical outcome.

No previous knowledge or experience of brand or branding issues is required, and the workshop is suitable for participants from any discipline and level of seniority. It is, however, highly participative, and all delegates will be required to make an active contribution throughout.

Workshops usually last between 4 and 5 hours, depending on group size and the planned outcome. A typical schedule is from 9.30am to 2.00pm with a working lunch. Alternatively, workshops can be timed to fit into a morning or afternoon.

The unique nature of **The Brand Builder!™** means it is suitable for any number of participants, from single figures to very large groups such as conference audiences.

**The Brand Builder!™** can be run as a one-off, or can be repeated for any number of teams within an organisation over several days.

The workshop can be run in almost any meeting room, boardroom, open plan office space or conference venue. All materials and equipment (except seating) are provided by *Brand Strategy Guru*. Catering and venue arrangement can be provided at additional cost.

***“Many thanks for your services – exceeding my expectations in terms of direct relevance. What you provided was a quality of communication that was both transparent and responsive – would that other providers did the same. Your method is very efficient at identifying and extracting current thinking, which is its singular value.”***

Richard Denyer,  
Business Development Manager,  
Norwich School of Art & Design

## What are the outcomes?

**The Brand Builder!™** workshop takes participants through a detailed examination of their particular brand (which might be their specific team, a product or service, a division, or an entire company/organisation).

All the elements which make up the brand are unveiled and analysed, and the participants reach a ‘half-way stage’ by identifying the unique characteristics that form the brand’s DNA.

The second half of the **The Brand Builder!™** workshop is focused on expressing that DNA. Often, such as with a new product, service, business or team, this part of the workshop involves applying creative techniques to develop a brand name and/or brand positioning line and statement. In other circumstances this half of the workshop is used to examine factors such as audience, channels, key messages and tone of voice, all in a structured and practical way.

Each workshop is tailored individually to suit the needs of the particular client, through a pre-workshop telephone briefing.

## What are the benefits?

**The Brand Builder!™** is an extremely cost-effective opportunity to focus on your brand (one of your most valuable assets). The conclusions you draw in **The Brand Builder!™** can form the foundation not only of effective marketing, but also of the entire direction of your business.



At an affordable cost, and in a very manageable time-frame, **The Brand Builder!**<sup>TM</sup> represents a very high-value investment in your brand's future, giving you:

- a clear way forward for your 'brand'
- intellectual and emotional 'brand ownership' by you and your team
- a secure basis for briefing your designers or advertising agency
- a hugely valuable reference point for future debate about your brand and business
- a touchstone for staff at all levels

## Who should attend?

Participation in **The Brand Builder!**<sup>TM</sup> is recommended for all personnel who are closely involved in making decisions about the management and communication of your brand.

Seniority and job-titles of participants will vary according to the organisation. For SMEs it is strongly recommended that the Board is involved.

**The Brand Builder!**<sup>TM</sup> can also be very effective in defining the 'brand' of a particular team or department within a much larger organisation, as well as for people launching new businesses, and for individuals reviewing their professional and personal brand.

## What does The Brand Builder!<sup>TM</sup> workshop cost?

**The Brand Builder!**<sup>TM</sup> workshop costs from £3,500 (+VAT), depending on numbers of delegates and level of 'bespoke' tailoring required. Please call to discuss your requirements.

There are substantial savings if you qualify as a charity or not-for-profit organisation.

*Please ask for details.*

***"Simon has years of experience helping companies understand more about their brands but this experience never leads to assumptions or text-book recommendations. He listens first and talks second and never assumes he knows what the problem is... a personable, sincere, highly intelligent consultant with a refreshing quiet authority."***

Jay Chapman, Head of Marketing, Pret A Manger



## Two quick ways to book

By phone on +44 (0)1603 305800

By email to [simon@brandstrategyguru.com](mailto:simon@brandstrategyguru.com)

Please call or email with your particular requirements.

## Why choose Brand Strategy Guru?

Simon Middleton, The Brand Strategy Guru, specialises in helping organisations dramatically change and innovate to win market-share in volatile modern marketplaces. He has worked with organisations large and small in the commercial, public and charity sectors. Client list and references available on request.

An exceptional brand thinker and teacher with a refreshingly practical approach, Simon has a reputation for devising and running workshops that are exciting, inspiring, memorable and effective.

**To see some other ways in which Brand Strategy Guru might be able to help your organisation, please visit [www.brandstrategyguru.com](http://www.brandstrategyguru.com)**

## Payment

Clients are invoiced at time of booking and payment is required in order to confirm the booking. To make a bank transfer please phone for details.

***“Well, what can I say! – an excellent seminar last night. I want to say how much I enjoyed your presentation. You had eloquence in your delivery and there was real business relevance in what you said. You’re a great story teller and so well read that all your references and asides really engaged everyone. I loved the fact (note use of the word love) that you didn’t use PowerPoint. Your energetic use of multi flip charts and pens was great entertainment – impressive that you knew what was on each page - a real conjuring act!”***

**Lucy Marks, Manager, Norfolk Network**



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