



Workshop

Defining Your Brand Values

- + Audit your current brand
- + Re-discover your core brand values
- + Map the discovery into action

Waking Giants.

Branding is the position you hold in the mind of your customers.

Our brand values workshop has been developed for founders and leaders that feel their brand isn't connecting as effectively as it can with key stakeholders.

When you are leading a business through change it is easy to take your eye off the ball and operate within business as usual. But the health of your brand is critical for you, your team and your customers.

The heartbeat of your brand should be felt throughout your entire organisation. From your customer feedback to the impression you leave when a customer interacts with you.

Who is the workshop for?

For founders or leadership teams that see the potential of a brand refresh from the inside out. Not a new identity but an alignment of what your brand strategy is and how it can be reinforced and strengthened.

The Workshop

STEP ONE: Leadership Brand Audit

The first step involves getting to know your current vision, your industry, your competition and your potential customers. This is an internal audit of your brand, your perceptions, feedback and your S.W.O.T.

- + 2.5 hour Discovery Workshop
- + Including brand S.W.O.T.

There is so much value in your brand, you just need to find it.

The tools used to obtain the data will be dependent on your current access to information. These costs will be outlined based on your needs.

STEP TWO: Team Brand Audit

To gauge the impact of the brand on your team it is important to understand their perception of the brand. This can be done through online questionnaires and interviews depending on the size and geography of the organisation.

- + Discovery process through online questionnaires
- + Discovery process through interviews
- + Audit and reporting on findings aligned to company brand strategy.

STEP THREE: Customer Brand Audit

If you are not currently engaging your customer base we will work with you to engage with a range of your customers to understand where they see your brand currently through interviews or surveys.

- + Discovery process through online questionnaires
- + Discovery process through interviews (As required)
- + Audit and reporting on findings aligned to company brand strategy.

STEP FOUR: Audit Review & Actions

Taking into account all of the data collected we will provide the data and overall sentiment of your key stakeholders and how they connect and feel about the brand.

This will inevitably yield significant insights for positive change that the leadership can factor into strategic planning.

- + Audit reporting
- + Audit review workshop
- + Brand values development
- + Brand values rollout recommendations.

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