

# Engage Your Team in Brand Strategy ▶▶ **BrandPlanning™ Workshop**

Presented by **Wendt Partners**

Wendt Partners will provide you and your executive leadership team with an intensive, highly focused one-day workshop to review current strategies and identify new opportunities in light of the key attributes that comprise the Brand-Driven Leadership™ model.

## **During this program, you will:**

- Learn how to take the first steps toward Brand-Driven Leadership
- Identify key components in an effective brand
- Examine your brand promise in light of business strategy
- Walk through a series of guided BrandPlanning exercises
- Receive professional facilitation from a Wendt Partners senior strategist

Workshop sessions are facilitated using the six brand questions and six business questions contained in the Wendt Partners *Executive's Pocket Guide to Planning Your Brand*. Prior to the workshop, clients will receive a pre-session briefing packet for each participant. Following the workshop, Wendt Partners will prepare an Executive Summary synthesizing key points and recommendations.

**Special Offer:** Customers who choose to purchase a BrandPlanning Workshop and who subsequently proceed with a Wendt Partners BrandPlanning Engagement will receive a special discount on their selected engagement package.

**Begin Today:** Contact Alice Wendt, Vice President of Business Development, at **212.905.3580** (New York Office), **703.682.6880** (Washington, D.C. Office), or via email to [alice@wendtpartners.com](mailto:alice@wendtpartners.com).

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## **Agenda**

### **Opening**

Introduction to Brand-Driven Leadership

### **Morning Session**

Workshop on Brand: Define Your Brand

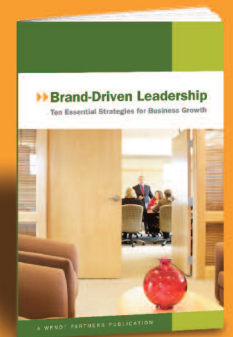
### **Afternoon Session**

Workshop on Business: Deliver Your Promise

### **Closing**

Summary, Review and Wrap-Up

## **Free Guide**



Participants will also receive a free copy of *Brand-Driven Leadership: Ten Essential Strategies for Business Growth*, an in-depth 64-page guide.