

A Strategic Workshop for Executives

▶▶ Brand-Driven Leadership™

Aligning Your Business to Succeed in a Challenging Marketplace

Presented by **Wendt Partners**

Engage your members, participants or attendees in a dynamic learning experience focused on empowering executives with practical solutions to real-world challenges.

Brand-Driven Leadership is an informative workshop that demonstrates the role of brand strategy as a breakthrough tool for strengthening, differentiating and growing enterprises.

During this program, participants will:

- Learn how brand can transform their business
- Examine the attributes of a brand-focused enterprise
- Review internal and external brand strategies
- Hear examples from successful businesses and nonprofits
- Leave with actionable ideas that can be used right away

This program is based upon the Brand-Driven Leadership model, which provides proven strategies for business, nonprofit, association and government organizations seeking to increase revenue and sharpen bottom-line results. The workshop can be delivered in 45–90 minutes depending upon format and audience size, and content can be tailored for specific industries to maximize impact.

Book 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.

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Agenda

Part I:

Your Brand and Your Business

Part II:

Internal Brand Strategies

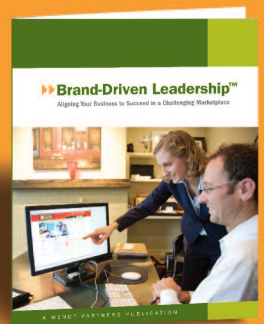
Part III:

External Brand Strategies

Part IV:

Steps to Brand Success

White Paper



Each participant will receive a free copy of the white paper, *Brand-Driven Leadership: Aligning Your Business to Succeed in a Challenging Marketplace*.