

Quantum Leap

BRAND TRANSFORMATION STRATEGY

Expert guidance to strengthen your strategic focus so you can take a quantum leap to be the one and only choice customers love and can't live without.





Guidance for Founders and leadership teams in early growth companies who want to strengthen their focus, clarity and confidence to overcome challenges in strategic brand development and transformation affecting their future growth.

Clients who have participated in these strategy typically overcome these

business /brand growth challenges:

- positioning a new business
- managing the implications of exits, reorganizations, mergers and acquisitions
- introducing new products and services
- extending brands into new product categories
- planning to enter new markets or serve a new customer segment
- planning to shift marketing and communication strategies



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the power of brand

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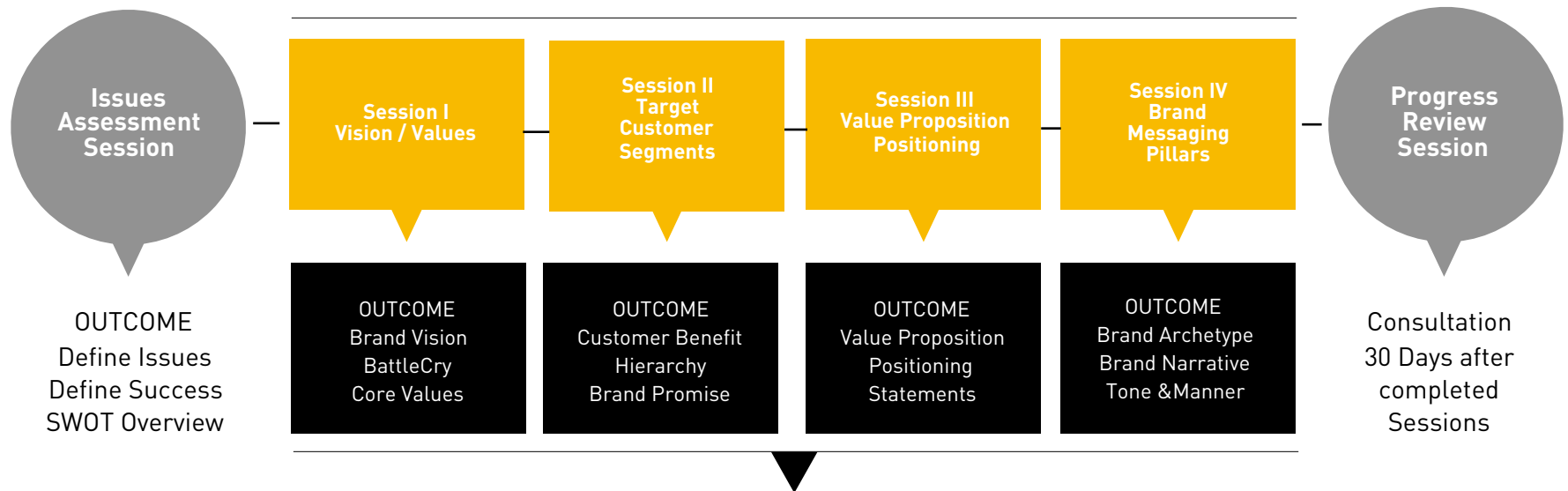
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Insight, guidance and creativity
for creating a bigger future.





Session Structure Overview



Brand Plan Summary (PDF)

Work session Executive Summary Used as a planing and communication tool guiding leadership teams going forward



Session Content Overview

Session I Vision / Values / Purpose

Session Duration 2.5-3 hours

Goal of the session:

A value is a way of being or believing that we hold most important. Values are the true north guiding principles that help us navigate through the challenges of life with authenticity and integrity.

Your business / brand is no different. For organizations to live into their values requires a clear mutual understanding of your core values, having a strong sense of the behaviors that are in alignment with those values, recognizing when your behavior is out of alignment, and course-correcting as needed.

Leadership teams who live their values through a passion or cause are the ones who build extraordinary brands.

In this session:

We'll discuss and establish your key values as an operating principal (spiritual software) guiding you, the leadership teams and every one in your business going forward.

We'll discuss and establish as a strategic principle, the vision, purpose, and passion, cause that your organization is to be known for and why that matters in the marketplace.

We'll discuss and establish your core focus on your business niche enhancing your relevant differentiation from competitors.

We'll establish your brand vision as your mantra and battle cry.



Session Content Overview

Session II Target Customer Segmentation

Session Duration 2.5-3 hours

Goal of the session:

Strengthening your focus on who you serve is an essential component of brand strategy. This is often an exercise in exclusion rather than inclusion. Having a deep understanding of your target customer segments, their needs, behaviors and how they buy in your category is critical.

More importantly, once customers segments are identified, strong brands that are relevant and resonate have deep insight into the “one thing” that really matters (idea of value) to the target segment and is not in abundant supply elsewhere.

In this session:

We'll discuss and establish an overview of the attributes that make up your high value customer. We'll identify their needs (stated or not), insights into their behavior, lifestyle, and what you want them to think/feel/do.

We'll establish the customer benefit hierarchy—identifying distinguishing attributes in your offer, the functional and emotional benefits customer receive from the attributes of your offer.

We'll discuss and hypothesize what the “inspirational, self expressive need or desire” higher value customers have that only your brands can credibly delivery on.

We'll establish your stated “brand promise” to your target segments.



Session Content Overview

Session III Value Proposition / Strategic Positioning

Session Duration 2.5-3 hours

Goal of the session:

More than ever, products and services are being commoditized simply by the sheer number of choices customers have. Now more than ever before abundant choice and diminishing attention spans make competitive advantage in any industry, more difficult to achieve.

Essentially your value proposition and strategic positioning offer a compelling answer to the basic question all customers ask “why should I do business with you rather than the other brand?” Developing your answer to this fundamental question is the source code for your relevant differentiation and competitive advantage.

Customers don’t care about your products or your services; they care about achieving their desired outcomes. Product features, claims of expertise are table stakes in a world of abundant choice.

In this session:

From our decisions in the previous session, we’ll discuss and establish the framework and structure of a compelling value proposition and the principles to effectively position your unique value with precision.

We’ll comprise an initial value proposition and positioning statement as a starting point for you and your team to revise and edit using the frameworks outlined in this session.



Session Content Overview

Session IV Brand Messaging Pillars

Session Duration 2.5-3 hours

Goal of the session:

Clutter and noise in the marketplace are headwinds faced by every business / brand. Brand Messaging Pillars form the super structure of all marketing communication initiatives. In the clutter of our 21st century marketplace, there are three essential hurdles all organizations must overcome with their audiences to enjoy competitive advantage in the marketplace:

Your brand must be heard, recognized and remembered.

To build deep emotional connections with consumers, customers, employees, strategic partners and stakeholders, your Brand Messaging Pillars provide your marketing teams with strategic guidance what you say and how you say it to effectively have more impact and influence with higher value customers that represent a bigger future.

Building your Brand Messaging Pillars based on shared values and personified through archetypes allows your audience to both recognize and understand why your brand matters, and to share it with others through the narrative of their own personal story.

In this session:

From our work in the previous session, we'll discuss the elements of your brand messaging pillars – Identity (who) Utility (what) Delivery (how).

We'll discuss the foundation and structure of your brand story narrative– the inner story comprised of your values, beliefs and sacred truths and the outer story comprised of the features and benefits associated with your value and relevant differentiation.

We'll discuss and establish your brand archetype, personality, tone and desired customer associations with the your brand identity, utility and delivery



Session Deliverables

After the conclusion of our work together in the strategy sessions, a Brand Plan Road Map is prepared documenting the outputs and decisions in the sessions. The Brand Plan states the Vision, Purpose/Passion/Cause, Core Value, Core Business Focus, Unique Idea of Value, Brand Promise, Brand Story, Innovation, Conversion / Purchase Moment, and Customer Experience.

Post Session Follow-up Consultation / Review

Four-six weeks after your strategy sessions, we get together in a follow up session to discuss your progress implementing your Brand Transformation Strategic Plan. This session is scheduled after your review and completion of the Brand Plan Road Map.

To book your Brand Transformation Strategy Sessions:

Let's have a conversation.
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