



Branding: Creating and Managing Your Corporate Brand

Description: *Live your Brand. Your employees have a unique perspective on your brand. They are the people who bring your brand to life, yet they still need to be sold on it just as your external customers do. Within the course, we explore how a manager or sales person can turn your brand into a guiding light for your employees and customers. The class will focus on how to make your employees brand ambassadors and how to make each brand touch-point unique and meaningful for customers. Learn how a brand is created, how to launch a brand and how your brands identity is not just a logo but the embodiment of how the employees interact with your customers.*

Session One: Course Overview

Session Two: Defining Branding

- Defining Brands and Branding
- Characteristics of a Strong Brand

Session Three: What Are You All About?

- Identifying Your Products and Features
- Identifying Your Values
- Individual Exercise

Session Four: Creating a Mission

- What a Mission Statement is All About
- Time for Reflection

Session Five: Creating a Vision of the Future

- Morning Wrap-Up

Session Six: Positioning Your Brand

- Identifying Your Ideal Position
- Positioning Workout

Session Seven: Developing Your Style

- Writing a Style Statement
- Style Exercise

Session Eight: Developing a Brand Name and Slogan

- The Forward-Facing Elements
- Developing Your Brand Name
- Developing a Slogan

Session Nine: Creating a Visual Identity

- Graphic Design 101
- Types of Visual Identities
- Pop Culture Test

Session Ten: Living Your Brand

- Transforming Your Employees into Ambassadors
- Understanding Touchpoints
- Creating a Unique Experience at Each Touchpoint

Session Eleven: Connecting with Customers

Session Twelve: Launching Your Brand

Session Thirteen: Taking Your Brand's Pulse

Session Fourteen: Performing a SWOT Analysis

- What Does SWOT Stand For?
- Sample SWOT Analysis

Session Fifteen: Measuring Brand Health with a Balanced Scorecard

Session Sixteen: Middleton's Brand Matrix

- Understanding the Matrix
- Using the Matrix

Session Seventeen: Interpreting Evaluation Results



Session Eighteen: Keeping the Brand Alive

- Refreshing and Re-Launching
- Taking on a Total Re-Brand
- Case Study

Session Nineteen: Going Beyond the Brand

- Understanding Brand Architecture
- Understanding Brand Extension
- Workshop Wrap-Up