

fact sheet



BrandBooster Session

A fast-paced series of interactive exercises that uncover employee insights to assist in developing recommendations for differentiating your company in authentic ways.

■ specifics:

10-14 people per 4-5 hour session held at your location

■ group dynamics:

Diverse group representing all levels from support to C-Level and from all departments from back-office to customer-facing. Frequently these are people who haven't met depending on the size of the company. No one's manager will be present and everyone will be assured that their input, while incorporated into findings, will be anonymous.

■ outcomes:

Snapshot of present culture including:

- espoused values like conscious strategies goals and philosophies
- assumptions which largely exist at the unconscious level yet are key to understanding why and how things happen
- messages sent by things like dress and environment
- identify potentially valuable internal strengths not presently being maximized
- identify potential problems that could derail strategic initiatives
- learn to what extent employees understand the vision and goals of the company
- show where staff is in their understanding of what is expected of them and in their ability to deliver it

■ deliverable:

Presentation of findings and strategic and tactical recommendations to top management

■ how can you use this information for your brand and/or marketing strategy:

Depending on stage of brand development, you can:

- validate current strategy
- evolve present strategy
- develop a strategy
- improve messages for stronger competitive advantage



testimonials

“I’ve worked with Jann and her branding process many times, beginning with a session done for CIGNA Dental. The sessions are a fun, unique way to get started building a powerful brand strategy. getting input from all levels of the organization is a critical elements: it helps management by making sure the brand is authentic – and it creates organization-wise buy-in from the outset.”

■ **Janet Altman, VP of Marketing and Principal | Kaufman Rossin & Associates**

“Jann is a dynamic insightful professional who draws out the true essence of a company in her sessions. She understands the nuance of building a brand and has a process that encourages it. She and her team helped us determine how to communicate “who we are” and set us on a successful course of action to broaden our markets through aggressive corporate branding.”

■ **David Hauger, CEO | MRTmicro**

“When we met for a BrandBooster session, I wondered how such a free-flowing exchange could translate into substantive materials. Well, you hit a home run! The materials you then developed captures exactly the message and image that represented us.”

■ **Robert Bauman, VP Sales | National Healing**

“Jann consistently meets and exceeds expectations and continues to impress me more each time I work with her.”

■ **Mimi Ribotsky, Director of Marketing | Choicepoint**

“Jann is a very creative expert in branding strategy and tactics. I recommend her highly if you are looking to develop, enhance or extend your brand.”

■ **Aaron Groffman, President | Netminder**

“We are delighted with the outcome of the BrandBooster session. Our employees contributed great ideas for improving workflow efficiency and customer service. The experience of participating and being heard brought out people together, all working toward a common goal.”

■ **Debby Miller, V.P. Marketing | Midtown Video**

“The BrandBooster session was a stimulating evolutionary experience. You held up a mirror and gave us the opportunity to create amazing collaborations.”

■ **Robin David Heslop | Midtown Video session participant**

“Jann is a great partner for results-oriented inventive brand and marketing programs. I call her early in the process to ensure that my team gets the full benefit of her expertise.”

■ **Laura McMullen, Sr. Marketing Manager | DHL**

**Snippets from Advanced Learning Institute presentation of Brandbooster Session:**

“...your discovery means were unique and thought-provoking” / really interesting approach great connection between strategy development and tactical implementation / loved your style

**Snippets from JCC of North America brand training:**

fabulous presentation / most informative useful session of the week / presenter was knowledgeable and session was terrific / really made me think