






**BUSINESS BRAND DEFINITION & IMPLEMENTATION**  
**'IGNITE YOUR BUSINESS BRAND DNA'**  
**PROGRAM OUTLINE**



A highly experiential course designed for business owners, marketing VPs and directors, brand managers, and key employee teams. Participants are guided through a step-by-step proprietary process of internal brand definition and implementation strategies. Through this process you will learn how to 'out-behave' your competition by getting highly distinctive and consistent and enhance your employee culture, leadership, and systems and processes. Forget about spending more money in marketing efforts, learn how to create powerful brand experiences that win customers for life by formulating and leveraging your unique Brand DNA (Dimensional Nucleic Assets®).

**E-COURSE SYLLABUS: 4-MODULE course delivered live in a classroom environment by principal certified trainer in 4, 2-hr. segments:**

EACH MODULE = 2-hr. live classroom instruction of Material & Workbook Activity Assignments	
<p><b>MODULE 1:</b></p> 	<ul style="list-style-type: none"> <li>• Become <b>CRYSTAL CLEAR</b> on what branding is and what it's not. Today the term branding is used to describe a plethora of business functions. This course will clarify a succinct definition of 'brand' and 'branding' to help focus business growth efforts more effectively.</li> <li>• Understand the true <b>DIFFERENCE</b> between Branding vs. Marketing. Because of the misunderstanding of these terms there are often a misallocation of efforts.</li> <li>• Begin to define your <b>BRAND DNA</b>:             <ul style="list-style-type: none"> <li>– Why core <b>VALUES</b> are essential to the success of your brand</li> <li>– Identify and define your <b>CORE VALUES</b></li> <li>– How your brand <b>STYLE</b> is applied to create consistent customer experiences</li> <li>– Identify and define your distinctive <b>STYLE ATTRIBUTES</b></li> </ul> </li> </ul> <p><i>*Additional small research/review assignments may be issued so supplement the learning objectives based on relevant situations within our world.</i></p>
<p><b>MODULE 2:</b></p> 	<ul style="list-style-type: none"> <li>• Consider more <b>COMPELLING RESEARCH</b> and <b>CASE STUDIES</b> of highly successful brands that create competitive advantage through...             <ul style="list-style-type: none"> <li>– a unique set of brand standards and the development of a brand scorecard</li> </ul> </li> <li>• Continue to define your unique <b>BRAND DNA</b> <ul style="list-style-type: none"> <li>– Identify &amp; define your unique <b>STANDARDS</b> that systematize and run your business brand on <b>AUTO-PILOT</b></li> <li>– Identify &amp; define your unique <b>DIFFERENTIATORS</b> that set you apart from your competitors</li> </ul> </li> </ul> <p><i>*Additional small research/review assignments may be issued so supplement the learning objectives based on relevant situations within our world.</i></p>
<p><b>MODULE 3:</b></p> 	<ul style="list-style-type: none"> <li>• Craft and commit to your unique <b>BRAND PLATFORM</b> which guides you and your employees to deliver on your brand every time</li> <li>• Compose and commit to your unique <b>BRAND PROMISE</b> and set the rules for doing business from this day on</li> </ul> <p><i>*Additional small research/review assignments may be issued so supplement the learning objectives based on relevant situations within our world.</i></p>
<p><b>MODULE 4:</b></p>	



## BUSINESS BRAND DEFINITION & IMPLEMENTATION 'IGNITE YOUR BUSINESS BRAND DNA' PROGRAM OUTLINE



- Understand and leverage the power of the **3 MOST CRITICAL ATTRIBUTES** of a successful brand
- Learn how to create breakthrough **MULTI-SENSORY PRACTICES** that deliver memorable **customer experiences**
- Begin the integration process of your new **Brand DNA** into all external marketing and communication efforts, operations and your employee culture

***\*Additional small research/review assignments may be issued so supplement the learning objectives based on relevant situations within our world.***

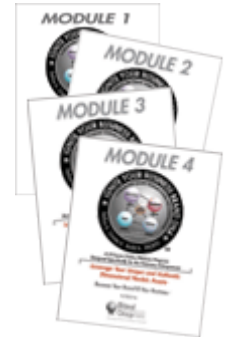
**Please note:** There will be **TEAMwork** and activities (allot about 2 hrs. per week) assigned to you and your team after each session for completion by the next session. Please endeavor to be prepared for each session; this will enhance your overall results and contribute to the learning of all participants and the impact of your brand-defining strategies.

"One of the **biggest errors a company can make** is launching a marketing program **before its brand is clearly articulated, understood, and lived out within the organization**. These words may surprise you coming from a marketing specialist, but it's true. The better my clients understand their brand, the more I can help them. If you are struggling to find your identity, then it's **definitely time to talk to the Brand Ascension Group.**"

-- Brad Shorr, CEO, Word Sell, Inc.

### And here's what you get for your investment:

- **Four ,2-hr.** live facilitated sessions
- **A true paradigm shift** in the way you **build your business**
- A **downloadable 69+ page, 4-module workbook** with all the practical exercises and bonus materials to use to maximize your internal brand building efforts
- **Highly descriptive** instructions on your teamwork activities
- **Easy access to your instructors** between sessions via telephone and email to address specific questions or support you with exercise completion
- **A Clear vision** of who you are, what you stand for and how you serve your clients behaviorally and operationally
- The secrets of creating a powerful **set of Brand Standards** based on our 'Brand Scorecard' model and steps to begin making them a reality
- Glean from a variety of case studies and examples of Brand DNA implementation
- The **strategy** for creating more rewarding customer experiences and relationships
- **TRUE detailed differentiators** of your unique brand and how to truly capitalize on them
- A variety of **unique, out-of-the-box ways to use and leverage your new Brand DNA**
- A powerful tool to guide your **external marketing efforts**, stay consistent, and **walk your brand talk**
- **Greater Employee engagement** in understanding and living the brand
- A fully customized **Brand DNA: your brand-building roadmap**



**...BECAUSE YOUR BRAND  
IS YOUR BUSINESS!™**