

BRAND POSITIONING WORKSHOP

OBJECTIVE

- ◆ Build a Brand Temple
- ◆ Differentiating, motivating and ownable positioning in market

OUTPUT

- ◆ Brand Temple & Manifesto preso
- ◆ Team workshop
 - Vision, Goals, Behaviors, etc.

DATE - X

TIME - X

WHERE - X

WHO

1. X
2. x
3. Russ Mitchinson, Founder at Rebel Angel Strategy

PRE-WORK

1. Competencies (over next 3 years) **x**
2. Competitive set **x**
3. Differentiating Character **x**

When?	What?	How long?	Who?
12.00	<ul style="list-style-type: none"> ◆ Welcome ◆ Agenda 	10 mins	x Russ M
12.10	<ul style="list-style-type: none"> ◆ Strategic Priorities? ◆ Goals? 	20 mins	x
12.30	<ul style="list-style-type: none"> ◆ How? <ul style="list-style-type: none"> ○ Competencies ○ What do I do? 	15 mins	x ALL
12.45	<ul style="list-style-type: none"> ◆ Purpose? <ul style="list-style-type: none"> ○ Competitive set ○ What makes me remarkable? 	15 mins	x ALL
1.00	<ul style="list-style-type: none"> ◆ Break 	10 mins	ALL

1.10	<ul style="list-style-type: none"> ◆ What am I like? <ul style="list-style-type: none"> ○ Differentiating Personality 	10 mins	x
1.20	<ul style="list-style-type: none"> ◆ Vision? <ul style="list-style-type: none"> ○ What do I fight for? ○ Our Why? 	20 mins	ALL
1.40	<ul style="list-style-type: none"> ◆ Next steps <ul style="list-style-type: none"> ○ Internal (Team workshop) ○ External (PR, Creds, etc) 	10mins	x
1.50	<ul style="list-style-type: none"> ◆ Close 	10 mins	x

MATERIALS

- ◆ Butchers paper
- ◆ Water, Coffee & Tea
- ◆ Brand Temple print-outs x 4
- ◆ Lunch – to order