



HARP INTERIORS

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## **Brand Workshop 1/2 Day Including Lunch**

Start as you mean to go on with a branding workshop tailored to your business needs. Working with the key members of your Business to develop and establish the brand. Motivating all delegates to take action to create and take the brand of the business forward to ensure business success. An excellent alignment process to extract information, reflect and brainstorm your ideas along with great business advice.

Designed to bring senior management together and define or redefine the brand for your business.

Communication is key as is honest relevant feedback between attendees.

Maximum 10 Attendees

Held in Harp Interiors Meeting Room or Client Meeting Room

### Overview of Workshop

1. The concept and importance of Brand in your business.
2. Working with the concept "The Third Place" and Ted Talk from Simon Sinek - Brainstorming Ideas for your business around this.
1. Roles – Developing roles of each key person (these people do not necessarily need to be hired yet), helping each person to be a superhero.
2. Development of the DNA and Culture of the Business
3. Develop your Masterbrand – Do it Once – Do It Right – Recovery and repair is expensive
4. What makes your brand Remarkable?
5. Competition analysis.
6. Development of the Logo – Harp Interiors delegate can attend workshop if you would like us to develop the brand for you. If not a delegate of your choice who is designing the brand can attend.