

## Course Outline and Overview

This course is for not-for-profit executive directors, managers and marketers who want a general introduction to branding as a strategy and the ways to manage it. There are four half-day sessions. In the first three sessions, we will cover the essentials of strategy, brand expression and brand management. Each day will end culminating in a case review. We will use the fourth day to develop a brand campaign.

The course will be highly interactive, so please come prepared to listen and contribute—much of the learning will happen through peer-to-peer accounts of experiences and idea sharing.

### 1. Brand Strategy

At the heart of every brand strategy are a few essential ideas. While these ideas may be captured in just a page or two of writing, don't be deceived. This is the core of the narrative that brings the business strategy to life. It is the essence of everything an organization says or does, and the way it looks and feels.

When a brand strategy is well crafted, it is composed of clear and coherent language that is the output of the business-driven research, analysis, insights, soul-searching, and decision making that went into its articulation.

#### Key topics:

- Brand Truths
- The Branding Process
- Attributes of a Strong Brand
- Brand Transformation
- The Strategic Platform
  - Purpose
  - Promise
  - Values
  - Voice
- Case Review

## 2. Brand Expression

A powerful brand expression can influence the perceptions and actions of your employees, partners, volunteers and donors—often much more than they realize or can rationalize.

The best brands have shown that analytic and creative thinking are inextricably linked. They have a solid strategic foundation and a visual identity that truly brings their brands to life.

### Key topics:

- Qualitative Research
- Naming & Brand Architecture
- The Creative Brief
- Visual Identity
  - Needs Assessment
  - Key Elements
  - Look and Feel
- Case Review

## 3. Brand Management

The days of set it and forget it are over. Brands are living things and it takes disciplined stewardship to maintain authenticity, relevancy, and coherence. In this module, we'll take a look at the key people, processes and platforms that are essential to managing complex brands in 2018.

**Key topics:**

- Brand Governance
- Implementation
  - Rebranding
  - Transition
  - Launch
  - Guidelines
  - Helpdesk
- Measuring Success
- Case review

**4. Brand Campaign Development Workshop**

In this last of our four sessions, we will put our knowledge to work by developing a brand campaign that builds upon the platform of your organization's brand strategy.

The output of this session will be a creative brief defines the strategy and tactics for a brand-oriented campaign to achieve an objective you define.