



LOU MCGREGOR  
STRATEGY

# BRAND WORKSHOP

*Take your Brand to the next level*



# ARE YOU?



**Ready to tell a more compelling story about your company, product or service?**

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**Wanting to gain a deeper understanding of what makes your brand special.**

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**Struggling to unlock new inspiration igniting growth.**

→ **A customized Branding Workshop with Lou McGregor can be the next step in taking your new or existing brand to the next level to increase the bottom line of your business.**

"I invite you to roll up your sleeves and take the much needed time to reflect and tackle your strategic branding challenges with me as your guide"

*Lou McGregor*

Lou will delve deeply to discover the genuine, authentic soul of your brand, jumpstart creative ideas, and help you explore the elements of your brand that you need the most help polishing.

This is an opportunity to rally your company's leadership team and key thinkers under one roof to have productive conversations about your brand and collaborate on re-imagining your brand for greatness.

# WHO IS IT FOR?

**The Brand Workshop  
will specifically benefit:**

**EXISTING BUSINESSES LOOKING  
TO GO TO THE NEXT LEVEL OF  
CHANGE DIRECTION.**



# DISCOVERY

**During our Branding Workshop,  
we will unearth these crucial  
brand foundation elements:**

→ 1 **Your  
Brand Purpose**

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2 **Your  
Bold Vision**

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3 **Your Brand  
Positioning (Motto)**

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→ 4 **Your  
Core Values**

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5 **Your Brand's  
Relationship &  
Archetype with others?**

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6 **What Makes  
You Different**

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# THE RESULT

- 1 **A meaningful understanding of who you are**

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- 2 **A clear understanding of what your brand stands for**

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- 3 **A solid positioning that reflects your vision, values, purpose, and culture**

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- 4 **A presentation that can engage with your team to ensure you're on the same page**

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## Cut through

Lou will cut through the clutter, pull you from indecision, and give you actionable ideas to solve your most pressing branding challenges in short order.

## Brand foundation

Following the workshop, the knowledge, insights and conclusions extracted are compiled into a formal brand positioning framework to use as a foundation for building your brand over time.

## Strategic positioning

The Brand Framework is an encapsulation of the gems we uncovered during our time together, distilled into a narrative that captures the essence of your brand. It's also a living document, so it can evolve with your brand as it matures.

## Empowering action

We share it with your stakeholders and work through one or two rounds of iteration. The end result is a strategic document you'll be excited and disciplined enough to actually implement.

# THE DETAILS

## Who Should Participate?

### A valuable dynamic

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Too many participants can lead to some taking a back seat and others taking the wheel. Our workshop is designed for 3-12 stakeholders so each participant is fully engaged.

Choose people who can bring valuable insights and expertise about your business, and who get what your brand and company culture is all about. This could include the founders, management team, dedicated front-line staff.

## Workshop Preparation

### Planning is key

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Prior to the workshop day, I'll dig deeply to learn about your core business, industry, audience, goals, challenges, and history, so I'm well equipped on the day of the workshop to lead you.

We'll email the workshop agenda to each participant so everyone can start thinking about what will be discussed.

## Fee

### Time required: 3-4 hours

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**Venue: To be decided between Lou and Client.  
Recommendation is to always go external and Lou will assist in arranging this.**

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**Cost per company  
(maximum 10 participants)**

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**\$2900 + GST**

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