



Well managed, your Brand is an engine that sits at the heart of your business, powering all areas and keeping your team on track.

If you're interested to learn more about the value your Brand can unlock, we offer a range of talks and workshops by way of introduction to USP.





How to gain a competitive edge

It all starts with the Brand, and a Brand Purpose that is clear and simple enough to translate into real, tangible behaviours that inform all areas of the business, guiding internal and external interactions and keeping your business on track.

A Brand Purpose (or 'Why') can set you apart from your competitors in a significant and sustainable way. In this session, we discuss ways in which other brands use brand purpose to drive and differentiate their business and ways in which it could help you with yours.





Building Brands from the inside out

Smart organisations understand that brands don't just exist externally in the minds of consumers. They appreciate the driving force behind the most powerful brands are its people, each and every one. These people are more than just employees.

They're true believers in the organisation, brand advocates, facilitators of innovation and, in an increasingly homogenised world, where competitive advantage starts.





Building Brands from the inside out

Surprisingly, many employers are still not placing a priority on employee engagement, we focus on some key questions in this session:

Do you have a clearly defined brand purpose?

Does employee engagement feature in your business priorities?

Does everyone in your organisation understand your brand?

What does that mean in terms of expected behaviours across all areas of the business?

Do you measure engagement over and above satisfaction?





Communicating with a remote/mobile workforce

How to truly engage with a remote workforce, keeping them informed of operational news and allowing them to contribute to the 'big picture' is always a balance.

The key lies in understanding the audience and providing engaging content that can work across a whole host of formats. In this session, we discuss ways to make that successful within your business.





Can you afford to fail after a merger?

Astonishingly 50% of all M&A deals fail to realise the anticipated returns that were expected.

The common theme for this failure is too much short term focus on the financial and legal aspects, and not enough emphasis on communication and securing the goodwill of staff across both companies.

In this session, we explore ways to engage with the key stakeholders along the journey.





**If you're interested in hearing more about
these complimentary talks/workshops**

please contact Alex Rose
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