

WORKSHOP AGENDA

Signature

*Everyone produces the brand.
Learn to see the part that's yours.*



90 minutes · In person or virtual · Open cohort or intact team

Most people treat brand as marketing's job. To the customer, every interaction adds up to one impression, and everyone shapes a part of it. Signature teaches you to see the brand you personally produce, trace your own work to the moment a customer feels it, and choose where to give your signature deliberate focus.

— WHAT YOU LEAVE WITH

- See your organisation the way a customer experiences it, as one continuous impression rather than an org chart.
- A practical tool, Line of Sight, for tracing any piece of your work to the impression it creates.
- One surface you will give deliberate focus, and the habit of reading your own work as brand.

— WHO IT'S FOR

Anyone who wants to see how their everyday work shapes the brand, whatever their seniority or function. It runs as an open cross-functional session, and as an intact team that stitches its individual lines into one shared customer journey.

— AT A GLANCE

On the Receiving End	<i>Feel brand from the customer's seat.</i>	15 MIN
Where Brand Comes From	<i>The On The Same Page view of brand.</i>	10 MIN
Line of Sight	<i>Trace your work to the customer who feels it.</i>	45 MIN
Leave Your Mark	<i>Choose one surface to give deliberate focus.</i>	20 MIN

the session

01

On the Receiving End

15 MIN

Feel brand from the customer's seat.

The session opens by putting everyone back in the seat they sit in most often, the customer's. Each person recalls a recent moment when a company delighted or failed them, and names what they actually felt. It gets the lived experience of brand into the room before any theory.

02

Where Brand Comes From

10 MIN

The On The Same Page view of brand.

A short, sharp explainer. Brand is the external expression of internal alignment, produced upstream in everyday choices, and never fixed by working on the brand itself. The story of Hiut Denim, whose makers sign every pair of jeans they stitch, makes it concrete.

03

Line of Sight

45 MIN

Trace your work to the customer who feels it.

The heart of the session, and the tool people take away. From your desk to the customer, map one piece of your own work: who receives it, the handovers it passes through, the moment it becomes visible, the impression it creates, and the one point you can make more deliberate. It proves the line reaches the customer from every desk.

04

Leave Your Mark

20 MIN

Choose one surface to give deliberate focus.

Each person names one surface they will treat as their own and give deliberate focus, then commits it aloud to a peer. The session closes on the idea that brand is everyone's, and the mark each person leaves on the customer's experience is theirs to own.

Let's talk.

Bring Signature to your team

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