

WORKSHOP AGENDA

# Brand

*The external expression of internal alignment.*



Full day · In person · Leadership teams

Examine honestly how your organisation is currently experienced from the outside, trace those experiences back to the internal choices producing them, and leave with named consistency commitments your leadership team owns together. Most brand workshops produce a brand book. This one produces alignment.

— WHAT YOU LEAVE WITH

- See your brand clearly as the external expression of internal alignment, drawing on case studies including Ferrari and Patagonia.
- An honest audit of the gap between the brand you think you have and the brand your organisation currently produces.
- Named consistency commitments, owned across the leadership team, that close the gap between intention and what actually lands.

— WHO IT'S FOR

Organisational and departmental leadership teams who want to read their brand as honest feedback on the health of their organisation, and partner-led professional services firms tracing how they are experienced back to the choices producing it.

— AT A GLANCE

<b>The Brand Frame</b>	<i>Brand as the output.</i>	60 MIN
<b>The Honest Audit</b>	<i>The honest gap.</i>	90 MIN
<b>The Internal Alignment Trace</b>	<i>Trace it to the source.</i>	90 MIN
<b>The Recognisable Signature</b>	<i>Your recognisable signature.</i>	90 MIN
<b>The Consistency Commitments</b>	<i>Commit to consistency.</i>	60 MIN

## the session

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**01**

### The Brand Frame

60 MIN

*Brand as the output.*

Brand is the external expression of internal alignment. Ferrari and Patagonia show how distinctive recognition is produced by organisational choices rather than marketing, then the same lens turns on your own organisation.

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**02**

### The Honest Audit

90 MIN

*The honest gap.*

An honest audit, with real external evidence, of the gap between the brand you think you have and the brand people on the outside actually encounter.

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**03**

### The Internal Alignment Trace

90 MIN

*Trace it to the source.*

Trace those external experiences back to the internal choices producing them, and sort each source by which On The Same Page pillar it sits in.

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**04**

### The Recognisable Signature

90 MIN

*Your recognisable signature.*

Define the consistent character that should hold across every surface, the recognisable signature your organisation produces at every encounter.

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**05**

### The Consistency Commitments

60 MIN

*Commit to consistency.*

Named consistency commitments, owned across the leadership team, that close the gap between intention and what actually lands, with each leader taking specific commitments back to their function.

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## Let's talk.

**Bring the Brand workshop to your team**

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