

DARE TO BE BOLD: *Possibility Circle*

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April 9, 2026

OVERARCHING GOAL: Help brand leaders identify and commit to a bold strategic shift in their brand plan while recognizing how their own behaviours and comfort patterns influence strategy.

To stay focused:

We will commit to an actionable item of your choosing that will help you to make meaningful change with your brand.

OBJECTIVES

- Identify and challenge default thinking and sacred-cow tactics that limit brand strategy.
- Define one bold strategic shift using the DARE framework to strengthen brand impact.
- Reframe constraints and comfort patterns to unlock new strategic possibilities.

PRE-WORK

DARE framework & DIScomfortable compass: <https://youtu.be/tmDLBKYCr6g>

TIMELINE	DESCRIPTION
830-900am	ARRIVALS
900-915am	BOLD goal: <i>strategic shift for Mytolac</i>
915-945am	DIScomfortable Compass: <i>Where are we playing safe?</i>
945-1000am	Default Thinking: <i>What are we doing because we always have?</i>
1000-1015am	Seeing Constraints as Opportunities
1015-1030am	BREAK
1030-1130pm	DARE Brand Strategy Session
1130-1145pm	Possibility Circle Commitments
1145-1200pm	Wrap Up & Next Steps