

YOU HAVE A BRAND. NOW WHAT? IN PRACTICAL TERMS, IMPLEMENTING A BRAND THAT HAS BEEN BUILT FROM THE INSIDE OUT MEANS HELPING EVERYONE IN THE ORGANIZATION LIVE IT EVERY DAY. TAIJI BRAND COACH PROVIDES PRACTICAL WORKSHOPS AND COACHING FOR EXECUTIVES, BOARD MEMBERS AND EMPLOYEES TO HELP FOCUS LONG-TERM STRATEGIES AND DAY-TO-DAY ACTIVITIES THAT WILL HELP STRENGTHEN THE CORE OF BOTH THE BRAND AND THE BUSINESS.

For owners, board members or senior executives, Taiji Brand Coach will provide the necessary insight and tools to use branding as a leadership decision-making filter. We help the management team direct activities that continually strengthen the brand internally and externally. Everyone will learn how to enhance teamwork using the brand principles and values an incorporating the brand into everyday activities. After all, its people, not marketing activities, that build strong brands people attach their loyalties to.

#### RETREATS AND COACHING

- > Brand Audit
- > Brand Strategy Planning
- > Brand Boot Camp
- > Personal Brand Leadership
- > Corporate Brand Retreats
- > Small Business Brand Retreats
- > Branding Non-Profits
- > Branding Your Place
- > Branding Your Cause

#### SKILLS WORKSHOPS

- > Write to Enhance Your Brand
- > Peer-to-Peer Brand Learning
- > Build Brand Champions Inside
- > Use Brand Guidelines Like a Pro
- > Brand Your Website
- > Extend Your Brand to Social Media
- > Crisis Management and Your Brand
- > Effective Media Relations
- > Effective Corporate Communications

- > *Customized training packages*
- > *Individual or group coaching*
- > *Spring/Fall scheduled training courses*
- > *Train at our facilities or yours*