

Workshop

Dear Sir or Madam:

In preparation of our workshop, we would like to invite you to answer the following questions as best you can.

1. We probably work a little differently, but that's only to the advantage of our clients.

What can the company, the brand really good at?

The current core competencies of the company/brand.

The future core competencies of the company/brand.

What should change?

2. Value proposition:

What is the current rational value proposition?

What is the current emotional value proposition?

What should the future rational value proposition be?

What should the future emotional value proposition be?

What should change?

3. Brand Values:

What core values has the company/brand been committed to so far?

What core values should the company/brand embrace in the future?

What should change

4. Brand characteristics:

Which characteristics are applicable to the company/brand?

Which characteristics should the company/brand have in the future?

What should change

5. Reasons to believe:

Why should this company/brand be trusted in the past?

What evidence was there?

Why should this company/brand be trusted in the future?

What evidence will occur in the future?

What should change?

6. Unique selling propositions:

What has been the unique selling value proposition so far?

What will be the unique selling value proposition in the future?

What should change?

7. Brand core:

What is the core message of the company/brand?

What should be the core message of the company/brand?

What should change?

8. Brand style:

What is the definition of current brand style?

- Brand colour
- Slogan, claim
- Sound, smell, feel, behaviour

- Verbal core, visual core

How should the brand style develop in the future?

- Brand colour
- Slogan, claim
- Sound, smell, texture, behaviour
- Verbal core, visual core
- What should change?

9. External success factors:

Social trends

Economic trends

Ecological trends

Technical trends

Which trends influence the success of your company now and in the future?

What opportunities and threats does this present?

10. Internal factors:

How would they assess the strengths and weaknesses of your company in the area of corporate culture, organization, strategy, human resources, structural and organizational structure and process flow?

11. Competitors:

Who are the main current competitors?

Are there any new entrants?

Could there be substitute solutions?

How much are customers connected to the company?

How dependent is the company on suppliers?

12. Visions and Goals:

Is there an entrepreneurial vision, if so, which one?

How would you define your short, medium and long-term goals?

13. Target groups:

Which target groups have you served in the past?

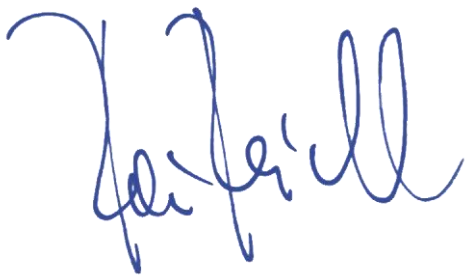
Which ones do you want to address in the future?

What product/market combinations could occur?

If you have any additional topics for our workshop, please let us know in advance by email so that we can prepare ourselves.

We are looking forward to an interesting meeting with you and your team.

Best regards



Rainer Reichl

Founder and CEO