

BRAND WORKSHOP SAMPLE AGENDA

Thank you for your interest in our Brand Workshops.

A strong brand starts with clarity. Our workshops are designed to help your bank:

- Define who you are — and who you're not
- Reveal how you engage with customers and each other
- Uncover what makes you unique and consistent
- Map where your brand should go in the future

While the true magic happens in the room, here's what a typical workshop looks like:

AGENDA OVERVIEW

1. **Welcome & Ground Rules** (10 minutes)
2. **Understanding the Brand** (5 interactive exercises · 75 minutes)
 - Explore your current brand, how it stacks up, and where it aspires to be
3. **[Your Bank] At Its Best** (5 minutes)

Format:

- 5–8 participants per group (up to 5 groups per session)
- Sessions run 1.75 hours, with up to 4 sessions per day
- One full day is typical; larger organizations may need two
- Representation from **all departments** is key for true alignment

NEXT STEPS

Want more details about the workshop?

[Let's Chat]

BOOK A WORKSHOP