



TEAM BRANDING

Create a branding message for your team that clearly relates the importance and impact of your team.

Overview

Every team must have adequate resources and personnel to thrive. To do so, they must be able to tell their story in a way that helps others understand what they do and why it's essential. In this workshop, your team will identify their core mission, strategy, goals, metrics, and systems - but laid out in a way that shows the impact of all those ingredients on the organization and the customers. This process is a powerful exercise for building team morale and promotion.

Goals

- Clearly define the importance of the team to the organization and customers.
- Develop a strategy for promoting the team internally and externally.
- Customize a team-to-team communication tool that ensures smoother workflow.
- Develop stronger relationships with key stakeholders.

Details

Length

3-4 hours

Venue

Indoors or virtual

Group size

5-500 people

Includes

- ✓ Professional facilitation.
- ✓ Impactful discussions.
- ✓ Application exercises.
- ✓ Research based materials.
- ✓ Digital review materials.
- ✓ Pre and post strategy sessions with leader.
- ✓ 30-Day follow up with group.

Rates

Venue	Base	11-200	200+
In-person	\$2,950	\$35	call
Virtual	\$2,450	\$15	call

First 10 people included in base rate.
Add profiles: \$145 per person.
Add 4-month mastermind: \$3,800

*"Thank you so much. I appreciate all the awesome nuggets and thought processes you provided. I am forever grateful."
~ Atlanta Neurological*





TEAM BRANDING

Agenda & Activities

Team Inventory Survey Before the program, each participant will evaluate the team's attributes and blind spots.

Pre-event Consult (30 minutes) The team leader and the facilitator review the group information and align on outcomes to ensure a successful program.

Welcome & Warm-Ups (10 minutes) We set expectations and ground rules for the day's events. We then lead some fun warm-up activities that break the ice and get the group physically, mentally, and emotionally involved.

Intro Teamwork Challenge (10-20 minutes) We jump right into the program with a thought-provoking team activity that brings into focus several key components of what communication means to the team. This helps the group see and understand what is going on, how it is impacting the team, and how important it is to address those issues.

The Teamwork Compass® (15-20 minutes) We lead an interactive conversation about the key ingredients of teamwork, how different team members have a stronger affinity for some of those ingredients, and how to bring them all together to be a healthy team. We also go into what communication looks like for each style and how some may clash unintentionally. We use this model throughout the program to increase familiarity with this powerful tool and create a culture of success.

Story Branding (60 minutes): In this exercise, the team identifies the what exactly the team produces, why it is important, and the impact it has on other teams and the larger organization. The message is carefully crafted to define the team in terms of the benefit they create for others, which builds the team's value and visibility.

Communication Compass (20-30 minutes) The group identifies key stakeholders and uses the Communication Compass to brainstorm how they will interact with each based on what is important to the stakeholder and how the team can support their needs. This creates a more client-focused approach that builds stronger alliances with other teams and departments.

Final Teamwork Challenge (30 minutes) This hands-on challenge is designed to act as a trust-building activity. It will also help your team utilize their new understanding of the communication spectrum and apply those lessons to make the team more effective. Many exercises are available based on the specific needs of your team.

Closing Debrief & Wrap-up Activity (10 minutes) The group comes together to acknowledge the accomplishments of the day and incorporate lessons into real life.

Post-event Leader Consult (20-30 minutes) The program facilitator will talk with the team leader to share insights and suggestions for maintaining momentum afterward.

Virtual Group Follow-up (45-60 minutes) Approximately one month after the event, your facilitator will host a virtual follow-up session to review key concepts, answer questions, discuss best practices, and assist with creating action plans.

