



BRANDBOOSTER SESSION FACT SHEET

WHAT IS IS BRANDBOOSTER SESSION:

A fast paced series of creative interactive exercises that use employee insights to improve business results. Each session is customized to client's goals.

HOW LONG: 1 day

HOW MANY PEOPLE: 10-14 per session

GROUP DYNAMICS:

Diverse group representing all levels from support to C-Level and from all departments from back-office to customer-facing. Frequently these are people who haven't met depending on the size of the company. No one's manager will be present and everyone will be assured that their input, while incorporated into findings, will be anonymous.

WHERE HELD: Client's site

OUTCOMES:

- uncover potentially valuable business strengths not presently being maximized
- capture critical internal knowledge to aid in moving business forward
- determine other uses for current product/services
- extend product lines or create new ones using current resources
- identify possibilities for increasing sales to current customers
- energize employees to work toward meeting bottom line business goals

DELIVERABLE:

Presentation to top management and report of findings and recommendations.

TESTIMONIALS

"I've worked with Jann many times. The sessions are a fun, unique way to get started building a powerful brand strategy. Getting input from all levels of the organization is a critical element: it helps management by making sure the brand is authentic - and it creates organization-wide buy-in from the outset."

Janet Altman VP Marketing
Kaufman, Rossin

"Jann is one of the few individuals I've come across that is highly intelligent, ethical, moral and always delivers what she promises. She consistently meets and exceeds expectations and continues to impress me more each time I work with her."

Mimi Ribotsky Director of Marketing
Choicepoint

"Jann is a very creative expert in business strategies and tactics. I recommend her highly if you are looking to develop, enhance, or extend your business."

Aaron Groffman President
NetMinder

"We are delighted with the outcome of the session. During the sessions our employees contributed great ideas for improving workflow efficiency and customer service. The experience of participating and being heard brought our people together, all working toward a common goal of success in our marketplace."

Debby Miller VP Marketing
Midtown Video

"The BrandBooster session was a stimulating evolutionary experience. You held up a mirror and gave us the opportunity to create amazing collaborations."

Robin David Heslop
Midtown Session Participant

"Jann is a great partner for results-oriented, inventive solutions. She is always ready to listen and recommend solutions based on client input and information gathered on her own. I call on her early in the process to ensure that my team gets the full benefit of all her expertise. Jann is the best!"

Laura McMullen Sr. Marketing Manager
DHL