



A brand transformation sprint designed for startup and early growth founders to increase their understanding and application of brand strategy as the foundation for the success of their early growth business.



Guidance for founders and leadership teams in early growth companies who want to strengthen their focus, clarity and confidence to overcome challenges in strategic brand development and transformation affecting their future growth.

**Clients who have engaged in the Quantum Leap Brand Transformation Program typically have annual revenues at \$500K+ and seek expert guidance to overcome these business /brand growth challenges:**

- positioning a new business / brand for future growth
- managing the implications of exits, reorganizations, mergers and acquisitions
- introducing new products and services
- extending brands into new product categories
- planning to enter new markets or serve a new customer segment
- planning to shift marketing and communication strategies

**“ Working with Thomson was immensely valuable. The process provided clarity in multiple facets of our business including high level company direction and motivation, unifying our team. And if you’re questioning the monetary investment, it’s clear to me now that it will pay for itself multiple times over in minimizing waste from marketing spend and experimentation alone.”**

**Frank Dal Bello  
Founder / CEO  
Haystack Inc.  
Saas Hiring Software**



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## 1on1 GUIDANCE AND FACILITATION BY THOMSON DAWSON

Specializing in what's next—helping create a bigger future. Thomson inspires early stage founders and teams to focus on the big pieces— their battle cry, what their brand stands for, to whom it matters, and how their desired image and reputation shapes their future business success.

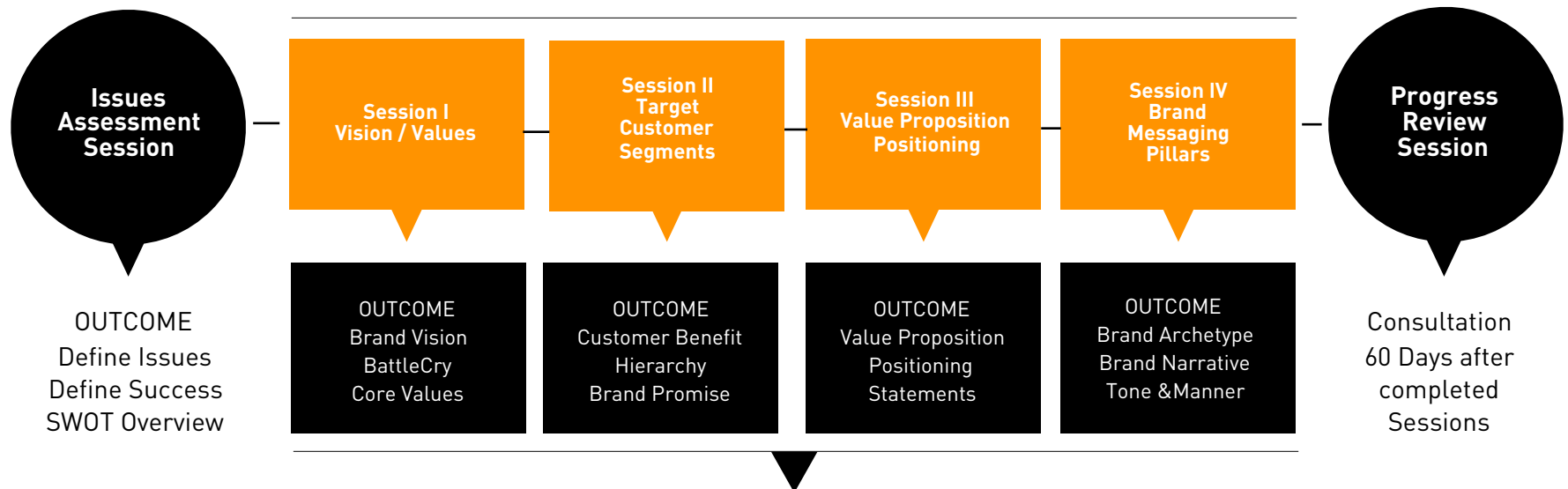
Thomson's strategic advisory and creative expertise spans over 6500 engagements in business and brand strategy, marketing, communications and design disciplines—with deep knowledge and expertise in strategic brand development issues and challenges facing early growth brands.

[www.whitehotcenter.com](http://www.whitehotcenter.com)





## Brand Transformation Strategy Overview



## Brand Strategy Roadmap Summary (PDF)

At the completion of the sessions, an Executive Summary is provided outlining the strategic decisions made in each module. This comprehensive summary is a planning and communication tool guiding leadership teams in the market implementation of their brand strategy.





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**“ Working with Thomson was the best experience of our startup journey. He masterfully guided us to realize a much bigger vision for our business and our brand. When my partner saw the strategy recommendations for our new brand, all he could say was, “this looks like money!”**

**Jan Rem  
Founder/CEO  
Ambrosia Linens Inc  
Consumer Products**

## Session Content Overview

### Session I Vision / Values / Purpose

Facilitated Zoom Session Duration 2.5-3 hours

#### **Goal of the session:**

A value is a way of being or believing that we hold most important. Values are the true north guiding principles that help us navigate through the challenges of life with authenticity and integrity.

Your business / brand is no different. For organizations to live into their values requires a clear mutual understanding of your core values shared by all, having a strong sense of the behaviors that are in alignment with those values, recognizing when your behavior is out of alignment, and course-correcting as needed.

Leadership teams who live their values through a passion or cause are the ones who build extraordinary brands.

#### **What we cover In this session:**

We'll discuss and establish your purpose, strategic vision and core values as an operating principal (spiritual software) guiding the leadership team and every one in your business going forward.

We'll discuss and establish as a strategic principle, the vision, purpose, and passion, cause that your organization is to be known for and why that matters in the marketplace.

We'll discuss and establish more clarity on the core focus of opportunity your early growth business will pursue as the foundation for early wins.

We'll establish your brand vision as a battle cry organizing your resources for future success.



**"Thomson's experience and creativity helped guide us to a result that we could not be happier with. He helped us discover our direction and purpose had been there all along, we just needed his expertise to help us reveal it."**

**Pete Houlihan,  
Co-Founder & President,  
Brightformat Inc.**

## Session Content Overview

### Session II Target Customer Segmentation

Facilitated Zoom Session Duration 2.5-3 hours

#### **Goal of the session:**

Strengthening your focus on who you serve is an essential component of brand strategy. This is often an exercise in exclusion rather than inclusion. Having a deep understanding of your target customer segments, their needs, behaviors and how they buy in your category is critical.

More importantly, once customers segments are identified, strong brands that are relevant and resonate have deep insight into the "one thing" that really matters (idea of value) to the target segment and is not in abundant supply elsewhere.

#### **In this session:**

We'll discuss and establish an overview of the attributes that make up your high value customer. We'll identify their needs (stated or not), insights into their behavior, lifestyle, and what you want them to think/feel/do.

We'll establish the customer benefit hierarchy—identifying distinguishing attributes in your offer, the functional and emotional benefits customer receive from the attributes of your offer.

We'll discuss and hypothesize what the "inspirational, self expressive need or desire" higher value customers have that only your brands can credibly delivery on.

We'll establish your stated "brand promise" to your target segments.



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**“With a new venture in the wings we were looking for a strategy and identity in the marketplace that would set us up as a step above the rest. His guidance was spot on for our niche. The strategy for bringing our brand to the world was extraordinary. I can’t recommend Thomson enough.”**

**Joe Bruzzese**  
Founder and CEO,  
Sprigeo, LLC  
SAAS Technology  
Startup

## Session Content Overview

### Session III Value Proposition / Strategic Positioning

Facilitated Zoom Session Duration 2.5-3 hours

#### **Goal of the session:**

More than ever, products and services are being commoditized simply by the sheer number of choices customers have. Now more than ever abundant choice and diminishing attention spans make competitive advantage in any industry, more difficult to achieve.

Essentially your value proposition and strategic positioning offer a compelling answer to the basic question all customers ask “why should I do business with you rather than the other brand?” Developing your answer to this fundamental question is the source code for your relevant differentiation and competitive advantage. Customers don’t care about your products or your services; they care about achieving their desired outcomes. Product features, claims of expertise are table stakes in a world of abundant choice. Your brand must be positioned in the minds of target customers with precision.

#### **In this session:**

From our decisions in the previous session, we’ll discuss and establish the framework and structure of a compelling value proposition and the principles to effectively position your unique value with precision.

We’ll develop a value proposition and brand positioning statement as the foundation of how you express your value and meaning to all stakeholders.



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**"Our company needed to re-position our business for the future! Thomson, worked with us to craft a solution that not only was highly marketable, but also something that fit our company culture like a glove. Thomson has an amazing ability to visualize, analyze, watch, listen and ask the right questions"**

**Jeff Lipis,  
Managing Partner  
PRJ Consulting  
Oracle/ People Soft Consulting**

## Session Content Overview

### Session IV Brand Messaging Pillars

Facilitated Zoom Session Duration 2.5-3 hours

#### **Goal of the session:**

Clutter and noise in the marketplace are headwinds faced by every business / brand. Brand Messaging Pillars form the super structure of all marketing communication initiatives. In the clutter of our 21st century marketplace, there are three essential hurdles all organizations must overcome with their audiences to enjoy competitive advantage in the marketplace:

Your brand must be heard, recognized and remembered.

To build deep emotional connections with consumers, customers, employees, strategic partners and stakeholders, your Brand Messaging Pillars provide your marketing teams with strategic guidance what you say and how you say it to effectively have more impact and influence with higher value customers that represent a bigger future.

#### **What will cover in this session:**

From our work in the previous session, we'll discuss the elements of your brand messaging pillars – Identity (who) Utility (what) Delivery (how).

We'll discuss the foundation and structure of your brand story narrative– the inner story comprised of your values, beliefs and sacred truths and the outer story comprised of the features and benefits associated with your value and relevant differentiation.

We'll discuss and establish your brand archetype, personality, tone and desired customer associations with the your brand identity, promise and delivery



## Program Deliverables

After the conclusion of our work together in the strategy sessions, a Brand Plan Road Map is prepared documenting the outputs and decisions in the sessions. The Brand Plan states the Vision, Purpose/Passion/Cause, Core Value, Core Business Focus, Unique Idea of Value, Brand Promise, Strategic Narrative, Innovation, Conversion / Purchase Moment, and Customer Experience.

## Post Session Follow-up Consultation / Review

60 days after completing your strategy sessions, we get together in a follow up session to discuss your progress implementing your Brand Transformation Strategic Plan. This session is scheduled after your review and completion of the Brand Plan Road Map.

The investment for completing the program is \$9500 USD



## **To book your Brand Transformation Strategy Sessions:**

Schedule a conversation with  
Thomson Dawson.  
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Mobile 805 886 5902