

BUILDING BRANDS WITH CHARACTER

WORKSHOPS PORTFOLIO



WHY BUILDING A BRAND WITH CHARACTER ?



BIG CHALLENGES
ORGANISATIONS
CURRENTLY FACE

ORGANISATIONAL CHALLENGES

LACK OF CLARITY IN COMMUNICATION

Strategic messages are not properly understood nor shared causing inefficiency.



LACK OF MOTIVATION AND ENGAGEMENT

Resulting in low productivity and high employee rotation.



INEFFECTIVE LEADERSHIP

Negatively influencing employee engagement and bottom-line business results.



POOR TEAMWORK IN MANAGEMENT

Affecting productivity and efficiency because of the lack of collaboration or innovation.



WHY DOES A BRAND HELP?

BECAUSE POWERFUL BRANDS CONNECT, INFLUENCE AND PERSUADE PEOPLE.

Powerful brands **GIVE PEOPLE A REASON** to care about, to **DO** something, to even **LOVE** something.

A brand with character gives **clarity**, **meaning** and **purpose** to external and internal communications.



HI! I'M LORENA

I work together side-by-side individuals who seek to **improve their brand and communication processes**. Through personalised advice and guidance, we will work together on the needs of your brand, **getting clarity and unveiling its unique character**.

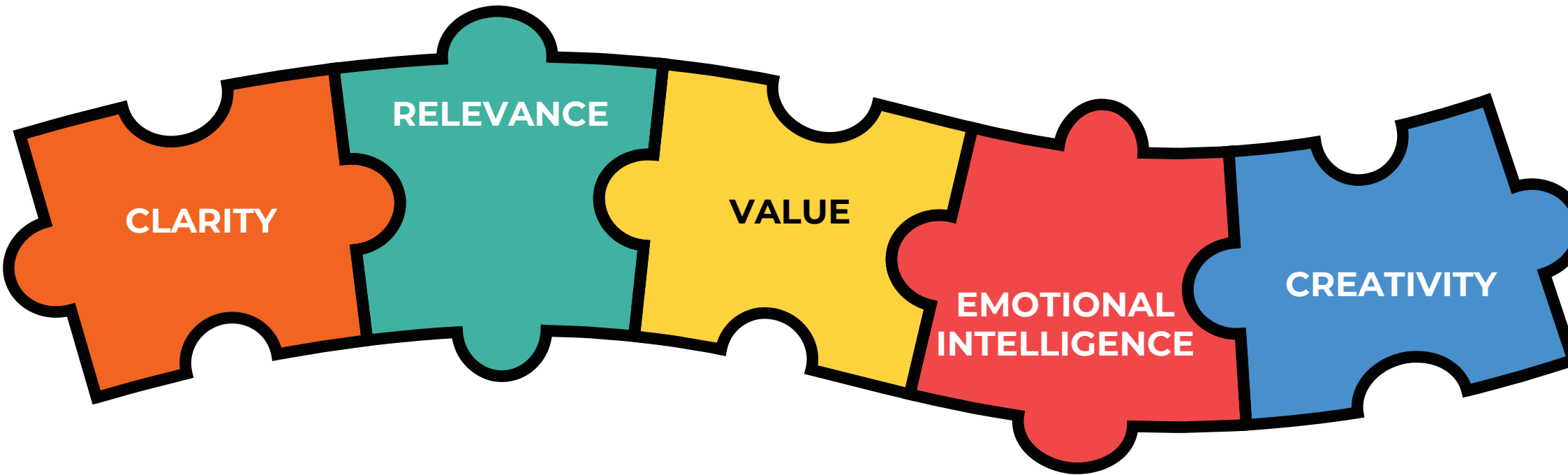
I have developed a methodology based on 20 years of experience in **branding, marketing and communications**. I am committed to achieve results for your team and your brand so it **TRULY CONNECTS WITH PEOPLE** in a meaningful way.



Lorena Gómez Díaz, PhD.

HOW?

BUILDING A BRAND WITH CHARACTER, THE METHOD



FIVE WORKSHOPS

1.

Get clarity through
your **STORY**
BRAND

2.

Be relevant with
POWERFUL
COMMUNICATION

3.

Add value with
MEANINGFUL
MARKETING

4.

Be smarter using
more **EMOTIONAL**
INTELLIGENCE

5.

Get fresh ideas,
CREATIVITY AND
HEADSPACE

STORY BRAND WORKSHOP

We are all made of stories

Stories are very powerful tools to achieve clarity and deliver messages efficiently. They are one of the most powerful ways that humanity has used to communicate over years.

When you have your own story brand clear, **your marketing efforts are simpler, better, and more powerful.**

Empower your team to tell your story better.
Duration 3 hours divided into 2 sessions



What you get - outcomes:

- IDEAL CLIENT IDENTIFICATION
- REFINING BRAND PROMISE
- POSITIONING REVISED

POWERFUL COMMUNICATION WORKSHOP

We all need to communicate better

Human beings communicate all the time and receive information constantly. We need to engage with other human beings making our message relevant for them.

Using an Integrated Human-Centred Marketing Communication based on your story brand we will create easy solutions to make your communication more relevant and smoother.

Empower your team to communicate better.
Duration 3 hours divided into 2 sessions



What you get - outcomes:

- **UNIQUE VALUE PROPOSITIONS**
- **INTEGRATED MARKETING COMMUNICATION TECHNIQUES**
- **INTERNAL COMMUNICATION STRATEGIES**

MEANINGFUL MARKETING WORKSHOP

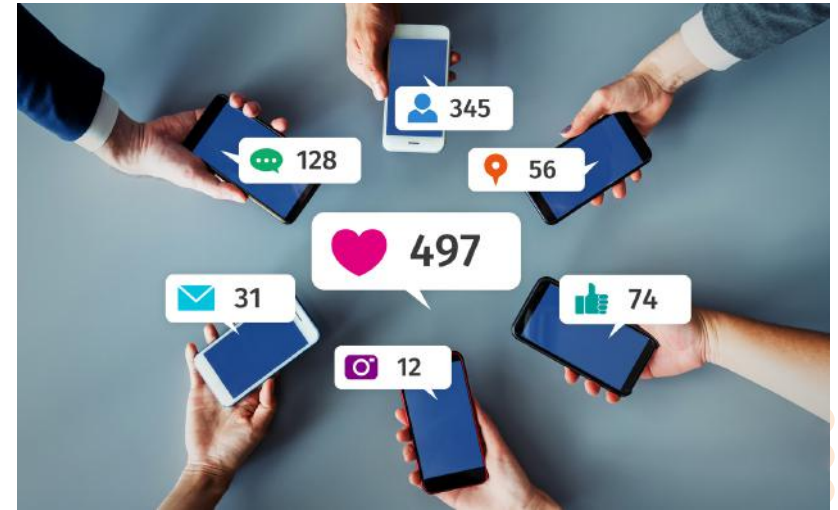
We all need to sell ideas better

Marketing is about persuading someone to do something specific. If they are inspired and the message is about what they really care about, they would most likely be persuaded.

Using an Integrated and Human-Centred Marketing Communication approach you will identify the key elements to always use in your marketing in a powerful way.

Empower your marketing in teams.

Duration 3 hours divided into 2 sessions



What you get - outcomes:

- **MARKETING WITH PURPOSE**
- **MARKETING STRATEGIES AND PLANS TECHNIQUES**
- **INTERNAL MARKETING TECHNIQUES**

EMOTIONAL INTELLIGENCE WORKSHOP

We all need to learn about emotions and feelings

Emotions are fundamental for making relevant decisions, communicating and behaving with others.

Using an emotional intelligence approach, we will identify key elements of emotions for decision making, management, communication and branding.

Empower the confidence of your team.
Duration 3 hours divided into 2 sessions.



What you get - outcomes:

- UNDERSTANDING HOW EMOTIONS WORK FOR DECISION MAKING
- PERCEIVING, MANAGING AND USING EMOTIONAL INTELLIGENCE FOR YOUR BUSINESS

CREATIVITY AND HEADSPACE

We all need headspace for our ideas

Intense daily activities and routines make sometimes innovation and creativity impossible. Ideas get stuck.

Using design thinking methodologies and mindfulness and creativity techniques foster a more productive teamwork and unveil a disruptive creativity.

Give flow to your ideas and boost the creativity of your team.

Duration 3 hours divided into 2 sessions.







What you get - outcomes:

- **CREATIVITY BOOST TECHNIQUES**
- **INNOVATION TECHNIQUES**
- **TEAM WORK ENHANCEMENT**

Contact Information



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