

“The Brand Mapping Workshop gives your organization the data, insights and tools it needs to understand, deliver and sustain a stronger, better positioned brand.”

The Brand Mapping Workshop

MCorpConsulting 

Learn how your brand affects market perceptions, and get the data and tools to improve it.

Organizations understand the importance of brand, but typically lack the data or tools to understand it and eliminate disconnects. What is your “brand”? The answer to this question is why many turn to MCorp Consulting.

The Brand Mapping Workshop.

Workshops are one way your team can leverage our insights to see your brand through the eyes of your best customers, and improve it.

Your team will see tangible benefits as they better understand your brand, and see how it can be leveraged to improve competitive market position and drive greater ROI.

Transform the way your team measures, manages and delivers your brand.

Information gathered through the Brand Mapping Diagnostic provides the foundation for the half-day Workshop. Based on MCorp Consulting’s proven Brand MappingSM methodology, the benefits of the Workshop format include:

- Clarity, alignment and commitment among team members;
- A common vocabulary and organizational understanding of the key concepts that define brand improvement;
- Greater understanding of which attributes are driving positive market perceptions, and how you can increase return on your brand-related investments;
- An action plan for improving brand performance over time;
- Benchmark performance metrics against which to measure your progress.

The Brand Mapping Workshop delivers real outcomes.

The half-day Workshop is a data-driven, educational and highly practical on-site session.

Incorporating customer and company performance data and insights gathered in your brand diagnostic, it creates alignment among team members. It also drives creation of an action plan, and gives your team the tools to measure, manage, control and improve brand over time.

MCorp Consulting is a research, brand and strategy consultancy that maps and improves the touchpoints between organizations and their customers, delivering better brand, marketing and customer experiences. Online at www.mcorpconsulting.com.

The Brand Mapping Workshop: Leveraging the Brand Mapping Diagnostic to help you understand how your brand is perceived, and give your team a framework to better drive brand management and delivery.

The Brand Mapping Workshop is comprised of four primary steps.

Step 1: Brand Mapping Diagnostic

The core of the Brand Mapping Workshop is the data delivered through the Diagnostic based on MCorp's proprietary Brand MappingSM methodology.

Step 2: Curriculum Development

Driven by your needs, a customized Workshop curriculum is tailored for your organization, based on actionable data from your customers and your company.

Step 3: Onsite Workshop

Led by senior MCorp Consulting partners, this fast-paced, outcome-oriented, half-day workshop drives immediate insights into performance gaps, providing your team a plan to close them.

Step 4: Ongoing Support

MCorp consultants provide follow-up support and strategic guidance for 30 days following the Workshop.

Deliverables include:

- Team understanding of the foundations of brand mapping and competitive positioning;
- Review of the Customer Relationship Lifecycle, and how your brand is helping (or hindering) your customers;
- Examination of performance gaps and analysis of your experience metrics;
- Analysis of existing brand management and delivery systems and desired outcomes;
- Review of relevant best practices from leading firms;
- Defined action steps for brand improvement;
- Articulated performance benchmarks and metrics for driving desired business results;
- Follow-up support from your workshop facilitator as you implement your brand improvement plan.

The benefits to your organization can be significant.

In about six weeks MCorp will complete a Brand Diagnostic and conduct the Brand Mapping Workshop. These will directly help you identify and deliver on a clearly articulated brand that will boost awareness, preference and differentiation, and enable you to be more competitive in the marketplace.

More important, your team will have the tools it needs to measure, manage, control and continually improve your brand over time.

How can your organization benefit from a Brand Mapping Workshop?

Call 866-526-2655 or email mapping@mccorpconsulting.com to find out.

Snapshot: The Brand Mapping Workshop

WHAT

This half-day Workshop at your location is based on findings from a Brand Mapping Diagnostic customized for your organization.

HOW LONG

In about six weeks, a Workshop engagement includes delivery of the brand diagnostic, analysis of results, development of a customized curriculum and the onsite Workshop.

VALUE

Driven by your needs, the Brand Mapping Workshop leverages actionable data from your customers and your company. Through an evaluation of current brand perceptions and best practices of others, you'll learn specific ways to improve your brand, and develop and implement an action plan that will enable your organization to define, deliver and sustain a better positioned, more highly effective brand.

DELIVERABLES

- A Brand Mapping Diagnostic including findings, metrics and assessments;
- A customized Workshop curriculum and improvement model tailored to fit your specific needs;
- A half-day, onsite workshop led by senior MCorp Consulting partners;
- An action plan for delivery of a brand that will boost awareness, preference and differentiation;
- Clarity, alignment and commitment among team members;
- 30 days of follow-up support.