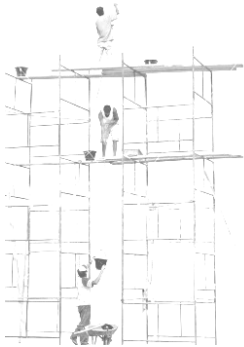




“Aligning our brand with our evolving business allowed potential clients to understand our strategic capabilities and view us as much more than just a technology firm.”



To plan to build a successful brand, contact Delve at 212-255-3870 or email us at info@delvegroup.com

Perception is Reality Workshop

Are You Letting the Market Define You?

When architects build a house they start with a blueprint that carefully lays out every detail including the location of rooms, doors, windows, and floors. This strategic foundation is intended to create stability and livability. Through solid design and deliberate construction, future occupants can have peace of mind that their home is both functional and fulfilling.

This example also holds true when building a brand. Similar to a blueprint, investing in a deliberate branding process enables companies to create a foundation for building greater success. People seek to understand companies through how they communicate visually and verbally. In the absence of making a conscious effort to establish your brand’s foundation in the mind’s eye of the market, *the market will do it for you* – and more often than not, the market won’t get it right. This dynamic creates a harsh scenario – establishing false perceptions while not allowing the right ones to take root.

How a company differentiates and describes itself and its value for customers are all part of a deliberate branding process. When put into action, these brands are then sought out by clients and potential employees, placing them on the short list of preferred businesses to work with.

In this workshop we will delve into the tenets of your brand and establish a blueprint for how to evolve, refine, or create a new foundation for your business to compete more effectively.

Benefits and Outcomes

In an off-campus environment, a Delve senior strategist will work with you in an unedited and unbiased manner to:

- * Provide objective feedback on how your brand is perceived
- * Understand the challenges you wish to overcome
- * Capture what you feel makes your business unique
- * Document the strengths and weaknesses of your competitors
- * Explore new ways to strengthen your competitive advantage

Because our practitioners have no vested interests, they give plain-speaking assessments without prejudice. Moreover, their years of experience let them inject breakthrough thinking, helping clients reconfigure ideas and leverage existing assets in ways they couldn’t see themselves.