

Delivering Sustainable Brand-Driven Growth: From Strategy to Execution

> Keynote context

The relentless push for short-term results makes it tough for brand marketers to deliver the sustained, long-term growth that executives also expect. This keynote will help your audience address this issue. It has been designed to constructively challenge the audience, so they reframe and rethink their approach to growth by using their brand as a platform to drive sustainable growth.

Keynote Experience

Dr. Coleman's keynotes will help your audience:

- ✓ Develop a mindset which enables sustainable growth through brands at their organisation.
- ✓ Learn how they should structure their approach to delivering sustainable brand-driven growth.
- ✓ Empower their teams so they can get sustainable brand-driven growth right.
- ✓ Know how to apply practical tools and templates so they start to think – immediately - about sustainable brand-driven growth in the context of their organisation.

> Keynote Content

Dr. Coleman's keynote will be structured in three segments:

- 1. What drives growth in today's organisations.** The first keynote segment will outline why the world's most powerful and valuable organisations focus their investment efforts on intangible assets like brands. The goal is to shift the audience's mindset so they appreciate the limitations of being product and price focused vs. using brand as an enabler of growth.
- 2. Delivering brand-driven growth:** The second segment of the keynote introduces the Brand-Driven Growth Blueprint – a practical management tool Dr. Coleman has used extensively with clients around the globe. Doing this will help your audience start, structure and scale their approach to delivering sustainable brand-driven growth at their organisation.
- 3. Delivering brand-driven growth: Case study.** The final segment of the keynote demonstrates how your audience can apply the Brand-Driven Growth Blueprint via a case study. This helps your audience understand how the central insights imparted during Dr. Coleman's keynote play out in practice.

Is your audience ready to drive sustainable growth through brands?

