

Presenting a first-class face/brand of the Organization while honoring the uniqueness of the Regional Divisions

Overall Purpose

1. To gain **consistency in how we present our messaging**
 2. To gain consensus on the **direction we will move forward with the** Regional extension of the Brand
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3. To be **prepared to fully roll out the the next Branding Campaign**

Purpose of this "Summit"

- Part 1 To identify the **"Commonalities" between all the Divisions**
- Part 2 To isolate the **"Distinctiveness/ Uniqueness" between each Division**
- Part 3 To gain consensus around the Regional Brand design **"Standards " to everyone's life easier make**
- Part 4 To create a kit of 5-7 specific **TOOLS to help all of us now and 5-7 in the longer time**
- Part 5 To identify your **regional role in the "New Concept" campaign**
- Part 6 To get a united answer for **timing the full launch of the next Campaign**
- Prior to the Launch** **At the Actual Launch**
- Part 7 To identify 4-5 things we can do to build an ever **stronger team**
- Part 8 To walk away with an **Action Plan**

Non-Purpose of this "Retreat"

- To dwell in the past
- To probe the report from the consultants
- To get Corporate vs Divisions s issues
- To deal with "out of our control" administration issues

Part 1
To identify the “Commonalities”
between all the Divisions

What are the
Commonalities
between all Divisions?

What are the
Commonalities that
each of the Regional
Ops are doing?

What are the **Commonalities**
that each face and how can
we **make them consistent**?

How can we make the
Commonalities between the
different Divisions more
consistent?

Part 2
To isolate the “Distinctiveness/Uniqueness”
between each individual Operations

What makes _____
distinctive (unique)
from all the other
Divisions?

What makes _____
distinctive (unique)
from all the other
Divisions?

What makes _____
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Divisions?

What makes _____
distinctive (unique)
from all the other
Divisions?

What makes _____
distinctive (unique)
from all the other
Divisions?

Where are we similar
as Regional Level when
taken all together?

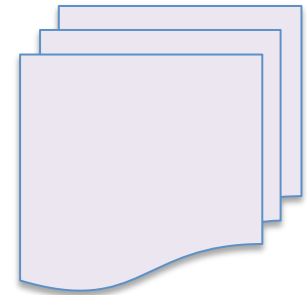
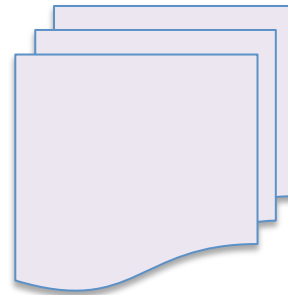
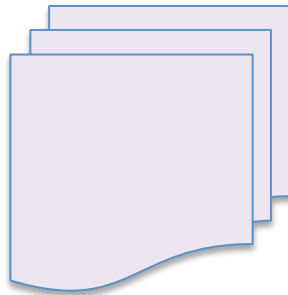
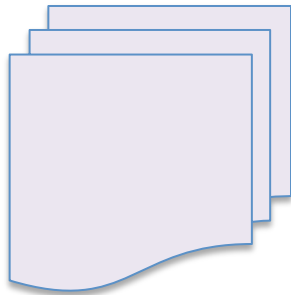
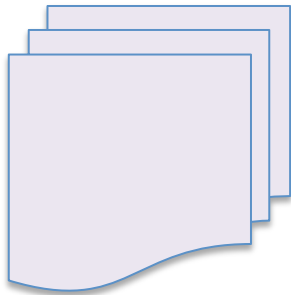
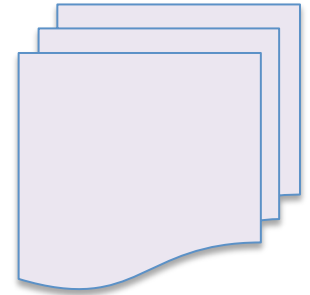
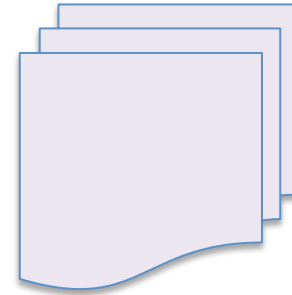
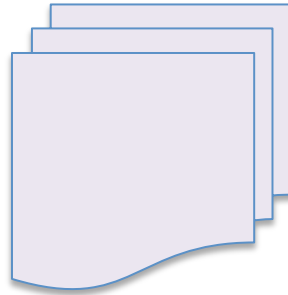
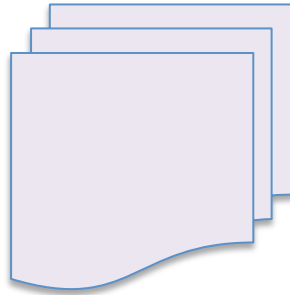
Where are we UNIQUE
as Regional Level when
taken all together?

Part 3

To gain consensus around the Regional Brand design
“Standards ” to make everyone’s life easier

What are the items
that apply strictly to
the Regional Ops in the
Brand Guidelines

To be determined



Part 4
To create a kit of specific tools to
help all of us

Ways to cross
pollinate/capitalize on
the efficiencies we all
bring to the table

Ways to help Divisions deal
with diverse circumstances?
(possibly with tools) (other
resources)

What can be created
NOW to help you **Immediately**

What can be developed **longer term**
to help you

Short Term Tools

How we will “tailor the
_____” to
our Regional Concept”

Tool #1
Tool #2
Tool #3
Tool #4
Tool #5
Tool #6
Tool #7

Longer Term Tools

How we will “tailor the
_____” to
our Regional Concept”

Tool #1
Tool #2
Tool #3
Tool #4
Tool #5
Tool #6
Tool #7

Part 5
To identify your Regional Divisions
role in the “New Campaign”

What is the Regional'
role in the Campaign?

How do we take the
“Campaign” and
Regionalize it?

Ways to tailor the
Concept to the needs
of the folks of your
community

TOP ACTION IDEAS

Part 6

**To get a “united answer” for the timing
launch of the new Branding Campaign**

What do we need to
Launch **Prior** to
Campaign

When we Agree To Do
It

What will we Launch
During Campaign

What are your “**angst**”
issues regarding the
upcoming Campaign?

Part 7
To Build an ever stronger team

Ways to work more effectively and support each other as a team

What do we gain by being connected to the bigger BRAND

How can Corporate best support you?

What kind of working relationship would you like to have with Corporate?

What would an optimal relationship with Corporate look like?

To be filled in on the spot

To be filled in on the spot

To be filled in on the spot

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Tasks

Who Will Lead The Effort/ Deadline

Expected Results

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Tasks

Who Will Lead The Effort/ Deadline

Expected Results

- Communications and debriefing