



THE BRAND THEATRE WORLDWIDE

Creating Branded Cultures



Growth

MOTIVATION

ALIGNMENT

LOYALTY

ENGAGEMENT

TBT:CONSULT
"Creating Branded Experiences"

TBT:CULTURE
"Creating Branded Cultures"

TBT:ACADEMY
"Creating Branded People"

Internal Branding: Growing Your Brand from Within

Growing your culture is a strategic process that is driven by your Brand. A solid foundation is needed to build brands that can stand the test of time. Your employees and internal culture form part of this foundation. The Brand Theatre takes you through a 4-step approach to create and deliver your branded culture.



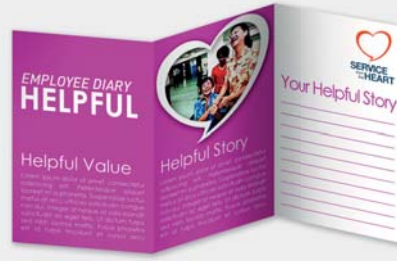
Our Bestselling Book

#1 RESEARCH

Listen to the voice of your employees, find out what makes them tick and discover gaps that might be holding your organisation back.



Brand Inside™ Research Tool



Employee Diary



Brand Discovery Workshop

#2 STRATEGY

Create an impactful internal strategy that will align your employees to your culture while increasing loyalty and motivation



Corporate DNA Development

Brand Values Mapping

Employee Value Proposition

Brand Behaviour Mapping

#3 ENGAGEMENT

Build strong corporate cultures with employee engagement tools that will connect and communicate your brand to your people.



Employee Brand Book

Employee Orientation Kit

Employee Guidelines Book

#4 TRAINING

Through our internal training framework and signature workshops, align your organisation to your brand. Our sessions will lay the groundwork for branded culture development and transformation, the foundations that long-lasting brands can be built upon.

Signature Workshops:

1. Brand Champion Mindset
2. Live The Brand
3. Brand Leadership
4. Branded Customer Experience
5. Turn Me On: Personal Branding



To find out more about how you can grow your branded culture or create your branded experience, please contact us!

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