

# POSITION POWER WORKSHOP.

## Discover how to take and sustain a position that will power growth and fuel action.

Taking a position is powerful. Adopting an idea that will be championed at the top and embodied in everything you do. Not spin applied from the outside, but a fundamental truth from inside.

Positions power growth and fuel action. They become a rallying cry for insiders; reaching deep inside the organisation and its people. They become a beacon for outsiders; inspiring loyalty and permeating culture at large.

Our Position Power Workshop will explore how your brand currently performs and start creating a roadmap for its development. During the workshop we'll:

- Share our latest thinking on how to build your brand around a position and inspire you with examples.
- Outline our five-stage process for building momentum around positions, with practical examples of what each stage involves.
- Provoke and facilitate discussion about how you are currently performing across the five stages.
- Create a roadmap for the development of your brand.

Our Position Power Workshop is a full-day session or an express version at two hours long. We can host them in the convenience of your office or the inspiring surroundings of an offsite location.

For more information or a quotation, please contact Jenn McBeath (jenn@squad.co) or Rob Gray (rob@squad.co).

**SQUAD**

0161 228 2283  
www.squad.co

Virtual Position  
Power Workshops  
now available

Squad seemed to just 'get' both the problem we needed to solve, and our company DNA, almost immediately. They are fantastic to work with – endlessly patient, encouraging and supportive.

Squad did a fantastic job repositioning the brand of our investment. The business now has a fresh and contemporary look, which has really supported the ongoing growth.

Squad provide us with consumer insight and expertise that goes well beyond JW Lees' marketing requirements and helps to form and direct our strategy, for the future of the business.

**Catherine Gort**  
Head of Marketing, Boutinot

**Richard Harrison**  
Investment Director, Endless LLP

**William Lees-Jones**  
Managing Director, JW Lees

