

# POSITION POWER TOOLS

Positions give brands unstoppable momentum. They set direction, fuel action and power growth. Our Position Power Tools are the result of Squad's unique culture and approach to finding, taking and sustaining positions. We've created them to educate, inspire and support people looking to learn more about powerful positions.

## **Calculator**

Squad's free self-assessment Position Power Calculator helps measure the power of a brand's position and assess its strengths and weaknesses.

Available online at: [squad.co/position-project/tools](https://squad.co/position-project/tools)

## **Workshop**

Squad's Position Power Workshop is a facilitated session held virtually or in-person to explore a brand's current position and start creating a roadmap for its development.

Contact [rob@squad.co](mailto:rob@squad.co)

## **Talk**

Squad's Position Power Talk is a virtual or face-to-face talk designed to inspire people with examples of powerful positions and provide insights into how to find, take and sustain one.

Contact [rob@squad.co](mailto:rob@squad.co)

## **Report**

Squad's Position Power Report is an independent position audit for those seeking to make an investment or grow a brand.

Contact [rob@squad.co](mailto:rob@squad.co)

**SQUAD**

0161 228 2283  
[www.squad.co](https://www.squad.co)

"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."

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

"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."

**Richard Harrison**  
Investment Director, Endless

"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."

**Catherine Gort**  
Head of Marketing, Boutinot

"Whilst we had a clear view on what we stand for and how we operate, Squad were able to articulate this in a way we couldn't.

They got to our position quickly and efficiently, giving us an approach we can drive through all parts of our business."

**Gary Tipper**  
Managing Partner, Palatine

"Squad come with both a strategic and creative background. This really helped us to think about our positioning and how we present it to our customers, both through our branding and our narrative. Their external perspective was very valuable and they are great to work with."


**Sarah Dunning**  
Chair, The Westmorland Family

"Squad's blend of strategy and creativity really resonated with what we needed to move our brand forward. They were fantastically collaborative to work with, bringing new skills but also complementing our internal team really well."

**Chris Hilton**  
Head of Marketing, Eurocamp

**Batiste**

**ACCA**

AstraZeneca 



**brother**



**great northern contemporary craft fair**

**General Medical Council**



**eurocamp**



**hansgrohe**

**ico.**  
Information Commissioner's Office

**M MARTIN MOORE**

**CMA**  
Competition & Markets Authority

**brandarchitekts**

**e-days**

**wellcome sanger institute**

**Palatine**

The Westmorland Family 

**Boutinot**  
WINES



**VESTHEY HOLDINGS**

**ZSL LONDON ZOO**

**J.W. LEES**