



Join the Revolution

Branding from the Core® Bootcamp

February 2, 2012 • Pensacola, FL • brandingfromthecore.com



**BRANDING
FROM THE CORE®**

Registration

Visit our website or call to reserve your seat for the Branding from the Core® Bootcamp. **Registration closes January 27.**

Location: 511 Palafox Street, Pensacola, FL

Date: Thursday, February 2, 2012

Time: 8:30 am – 4:00 pm

Cost: \$129 (breakfast & lunch included)

To register, call 850.438.7823
or visit brandingfromthecore.com

Register Now—Save 20%!

Early registration discount:
\$105 (Ends Dec. 31)

Double registration discount
\$105 each
(Attend with a friend
or colleague)

Workshop Facilitator



Mona A. Amodeo, Ph.D.

Mona is the developer of the Branding from the Core® process and founder of idgroup. She leads a team of dedicated experts with a vision to move business as-is to business as-it-can-be. She

is a passionate thinker and doer—helping individuals and organizations transform who they are into something beyond what they thought was possible. Mona holds a Ph.D. in organization development and change and a master's degree in communication arts. She is a nationally recognized expert in strength-based organizational development and change processes, branding and sustainability.



**BRANDING
FROM THE CORE®**

Branding from the Core® Bootcamp will give you the tools to shape, manage and realize your aspirational vision. This dynamic and interactive workshop will introduce you to the Branding from the Core® process by engaging you in exploration of your personal and professional brand reputation. This dialogue-based approach will change the way you think about branding and the power it has to create new levels of success for individuals and organizations. The day is designed to be fun, engaging and productive. You will learn how you and your organization can:

- ① *Maximize performance through collaboration*
- ② *Ensure everyone is engaged and moving toward a common vision*
- ③ *Build a strong image in the marketplace aligned with your identity*
- ④ *Become a learner that embraces continuous change*
- ⑤ *Create a reputation that positions your unique value proposition*
- ⑥ *Increase your bottom line and use metrics to drive change*



“If you want to predict the future, create it.”

- Peter Drucker



Brand is more than image

The Branding from the Core® process creates and directs the dialogue necessary to build brand reputation. It is a dynamic, strength-based approach that unleashes the power of people to move toward aspirational visions through engaging ideas, connecting people and facilitating change. Building upon decades of proven research and success with visionary organizations, we have developed a brand reputation-building process that aligns performance and perception to meet the needs of the ever-changing wants, desires and needs of today's marketplace.

Bootcamp Agenda

8:30 am	Continental Breakfast
9:00 am	Process Overview
9:30 am	Discovery: Core Strengths
11:00 am	Dream: Clear Vision/Critical Path
12:30 pm	Lunch (provided)
1:30 pm	Design: Action Plan/Metrics
3:00 pm	Execute: Tactics for Success
4:00 pm	Adjourn