

The Purposer®

A unique and original workshop intervention that will take you and your team to the very heart of what your organisation 'means' in the world.

Three years in development, this perception-changing workshop will:

- show you why organisations with real purpose succeed where others fail
- demonstrate the seven elements which combine to provide purpose
- take you on a journey to reveal the real purpose of your organisation
- give you the tools to express that purpose through your brand, your people, your marketing and everything you do
- provide the strongest foundation for your whole business strategy

Written and presented by Simon Middleton, The Brand Strategy Guru, a highly-experienced and inspiring brand, business and creative-thinking practitioner, *The Purposer*® is fully-participative, inspirational, practical and productive.

Change the way you and your team think about your business or organisation forever

- an ideal component of any major strategy or brand review project
- a powerful engagement exercise for new MDs, CEOs, boards and senior teams
- the most important away day you'll ever undertake
- half-day introductory session and keynote conference presentation also available

"Awesome performance, great feedback... you were fantastic... people said the 'time flew by', 'it opened their eyes', 'made them think'... etc etc... cracking gig... funny, inspiring, authentic... you really are impressive!!"

Richard Blackburn, Managing Director,
Energi Technical Marketing



How does The Purposer® work?

The Purposer® is a structured, yet informal and highly-interactive, workshop which takes participants through an examination of their organisation's purpose through a series of exercises, activities and guided discussions.

Each of seven building blocks of purpose are covered, always focusing on the client's own organisation. In the workshop you and your team will:

- Explore and understand the **Context** in which you operate
- Examine the **Desire** that drives (or holds back) you and your people
- Focus on the vital importance of **Creation** in developing a great organisation
- Assess and express your real **Intent** for the future
- Identify the **Talent** that you need to achieve your goals
- Create the compelling **Narrative** that will inspire your staff as well as your customers
- Gather the emotional and material **Resource** to fulfil your organisation's purpose

The Purposer® is ideal as a one-day (7 hour) workshop which will be both fulfilling and productive. A two-day version of the workshop can take your team further still on the purposing journey, and a half-day introductory workshop is also available.

Ideal for groups of up to 20 participants, **The Purposer®** can also be run as a structured series to engage larger numbers of people across an organisation.

The Purposer® can be held in any suitably-sized room at your own premises, or external venues can be arranged if you prefer. Your workshop is tailored to meet your specific needs, through a detailed pre-workshop briefing.

“Many thanks for your services – exceeding my expectations in terms of direct relevance. What you provided was a quality of communication that was both transparent and responsive – would that other providers did the same. Your method is very efficient at identifying and extracting current thinking, which is its singular value.”

Richard Denyer, Business Development Manager,
Norwich University College of The Arts

The seven building blocks of purpose

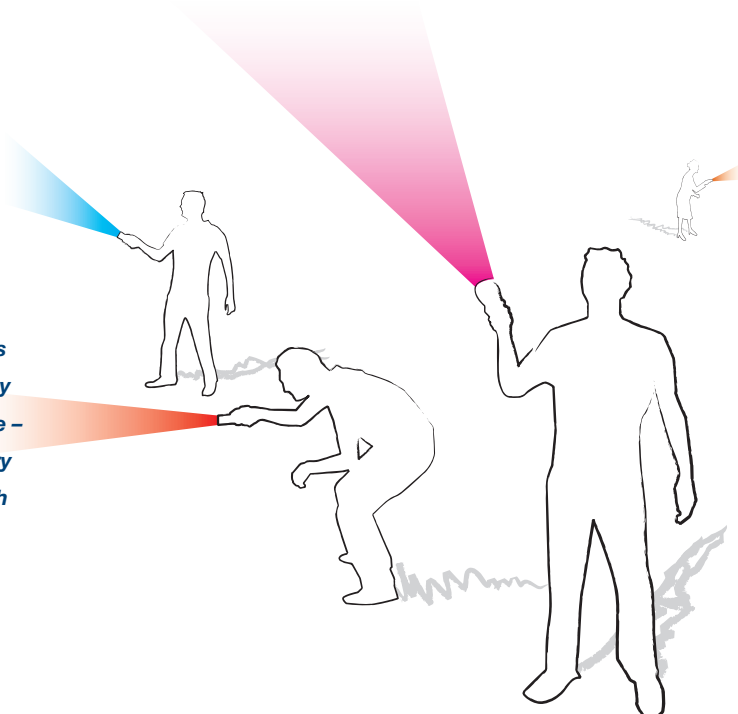
- **Context** (market, economy, clients, geography, politics)
- **Desire** (emotional need, ambition, drive)
- **Creation** (imagination, invention, restlessness, ideas, openness)
- **Intent** (rationality, strategy, goals, objectives)
- **Talent** (people, skills, development, personal growth)
- **Narrative** (story, history, myth-making, brand)
- **Resource** (personal, team, resolve, resilience, energy, material)

What are the outcomes and benefits?

If you have ever wondered “where is this company going?” or thought “we seem to have lost our focus”, then **The Purposer®** is the workshop you need to arrange next.

The key outcome is clarity, about strategy, brand, direction, but most of all about ‘meaning’. You and your participants will understand, and be able to express clearly and compellingly, what your organisation ‘is for’. Its unique role in the world.

From this will spring the confidence to develop coherent and productive business strategy, branding, product-development, marketing, customer and employee relations.



Whether your organisation is in the commercial, public or third sector, and regardless of size (micro-business to corporate) **The Purposer®** will deliver real learning and powerful change. Specific outcomes depend on which format of **The Purposer®** is selected:

- The one-day workshop takes your team on a thorough journey: with plenty of opportunity to explore the principles of purpose in direct relation to your organisation's needs and circumstances. You will create a clear purpose statement and achieve strong foundation for developing and implementing decisions.
- The two-day version of **The Purposer®** takes you further on the journey, with an opportunity to examine in detail how to bring your new purpose alive across your organisation and to all your audiences.
- The half-day workshop establishes all the principles and strategies of purposing and equips your team to apply these themselves.
- **The Purposer®** can also be presented as a compelling, challenging and inspiring keynote (30 to 90 minutes depending on your requirements).

Who should take part in The Purposer® ?

Managing Directors, Chief Executives, board directors, directors of strategy, brand, marketing, sales, human resources, innovation and new product development: managers and department heads in these areas, and key personnel from their teams.

Seniority and job titles will vary according to the organisation. For SMEs and small organisations it is strongly recommended that the Board is involved. For charities it is advisable to involve trustees. In many cases **The Purposer®** will be of value to specific teams or directorates within larger organisations.



What does The Purposer® cost?

The one-day workshop costs £3,500 for up to 20 participants.

The two-day workshop costs £6,000 for up to 20 participants.

The half-day introductory workshop and the keynote cost £2,500 each.

The keynote can be combined with a half-day workshop on the same day at the one-day rate.

Series of **The Purposer®** workshops can be run across larger organisations, and a project price will be quoted for this.

All prices are subject to VAT at the standard rate.

There are substantial savings if you qualify as a charity or not-for-profit organisation.
Please ask for details.

“Simon has a great knack of asking the right questions which can often be more difficult than coming up with answers! He has a terrific talent for getting to the essence of something, and persevering to cut out all woolly thinking until you are left with the great aha moment and you realise you have found the jewel amidst the mountain of stones. He also has a wonderful personal style that is engaging and great listening skills so even though he often asks tough questions he never makes you feel stupid.”

Fiona Reid Wilson, Head of UK Intranet, Aviva

“Simon’s talk was fantastic. His story telling and references were totally engaging. His background in teaching has served him well in developing a genuine and realistic style. He doesn’t preach but introduces us to people that have influenced him and draws from his own experience to get important business messages across. He inspired me to go away and think carefully about what I really want to do and how I am going to achieve it.”

Anonymous delegate

Two quick ways to book

By phone on +44 (0)1603 305800

By email to simon@brandstrategyguru.com

Please call or email with your particular requirements.

Why choose Brand Strategy Guru?

Simon Middleton, The Brand Strategy Guru, specialises in helping organisations dramatically change and innovate to win market-share in volatile modern marketplaces. He has worked with organisations large and small in the commercial, public and charity sectors. Client list and references available on request.

An exceptional brand thinker and teacher with a refreshingly practical approach, Simon has a reputation for devising and running workshops that are exciting, inspiring, memorable and effective.

“Well, what can I say! – an excellent seminar last night. I want to say how much I enjoyed your presentation. You had eloquence in your delivery and there was real business relevance in what you said. You’re a great story teller and so well read that all your references and asides really engaged everyone. I loved the fact (note use of the word love) that you didn’t use PowerPoint. Your energetic use of multi flip charts and pens was great entertainment – impressive that you knew what was on each page - a real conjuring act!”

Lucy Marks, Manager, Norfolk Network

To see some other ways in which Brand Strategy Guru might be able to help your organisation, please visit www.brandstrategyguru.com



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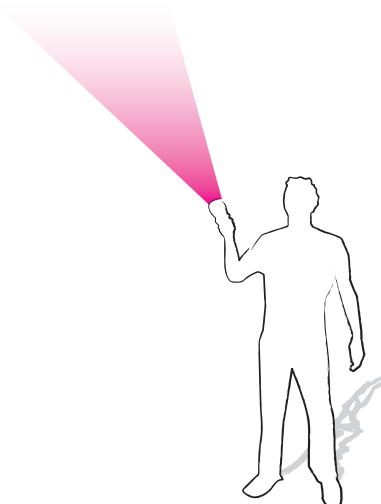
Clients are invoiced at time of booking and payment is required in order to confirm the booking. To make a bank transfer please phone for details.

“...an extremely valuable person to work with, Simon has years of experience helping companies understand more about their brands but this experience never leads to assumptions or text-book recommendations. He listens first and talks second and never assumes he knows what the problem is. Simon is a personable, sincere, highly intelligent consultant with a refreshing quiet authority. I would not hesitate to recommend him to anyone needing creative advice or guidance of any kind.”

Jay Chapman, Head of Communications, Pret A Manger

“Having experienced first hand Simon’s Creative Thinking workshops, I can recommend them without reservation to anyone who encounters business challenges or problems regardless of industry or marketplace. The content is stimulating, thought provoking and exciting which combined with Simon’s enthusiasm, professionalism and engaging style, makes it a real winner! We’re hooked and look forward to fostering a relationship which is adding real value to our organisation.”

Nicola Stout, People Director,
McCann Erickson Communications House



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