

Brand-Driven Coaching™

Entrepreneurs especially feel the need for a coach to help them with the enormous number of diverse issues on their plate. It is not easy to find a coach with brand-driven thinking to motivate you to succeed.

Virtual Protein introduces another first in the field of coaching. If you feel like you could use extra help regarding various strategic or performance related aspects of your business, we will be there to help with our business savvy and experienced consultants to improve your bottom line and help you achieve sustainable growth.

Here are some of the services our Brand-Driven Coaching program includes:

+ Monthly Consultations (or more frequent) with an experienced Partner.

+ Strategic Planning: SWOT analysis and formulation of action plans for boosting growth.

+ BrandFolio Optimization™: It is always difficult to decide on which products and services to include in your market offering in the face of budget and capability constraints. In addition to providing brand architecture and nomenclature services, we have developed the BrandFolio Optimization™ proprietary tool to help you with your most complex prioritization and selection decisions and maximize the impact of your product/service mix, or brand portfolio.

+ Brand Manual: To ensure brand consistency, your organization must first create the internal culture around an established set of brand guidelines for everyone to follow. These guidelines are developed in addition to your visual identity guidelines that identify graphic standards for the use of your logo, etc. Brand manual will standardize and communicate all of your brand parameters, strategy, promise, objectives, positioning statements, messages, values, attributes, and processes to your entire workforce and members of your brand community. The idea is to enable you to build your brand from the inside out. These manual also take into account the cultural differences, both internally, and for your target audience, especially if your business has international reach.

+ Business Process Redesign and Management to optimize the back-end processes that work behind your brand.

+ Social Media/Web 2.0 Coaching: Optimization of your presence in online communities as a critical part of your brand and business development. We will help you develop a sound strategy and employ Web 2.0 tools.

View an exceptional case study of how we helped a client transform his business before even the branding process was started.