

# APPLY THE CODE: THE OUTLINE

In our kickoff session  
we will begin the  
visioning process, and  
uncover elements of  
our brand like:  
Purpose & Values  
What makes the  
culture special  
Naming Concepts  
& taglines

## STAGE ONE

Next, we move into  
developing strategic  
elements:  
Defining the heart  
of the  
business/brand  
Where we are now  
Where we want to  
go  
How we're going to  
get there

## STAGE TWO

Following establishing  
strategic elements,  
we implement  
processes for tracking  
and carrying out the  
vision such as:  
Content Strategy  
Establish creative  
principles and  
standards  
development  
Identify aligned  
projects

## STAGE THREE

This phase is devoted  
to tracking, tweaking  
and pivoting to  
maintain the integrity  
of the vision:  
Identify & analyze  
trends  
Develop strategic  
guidance  
Cocreate future  
objectives  
Define  
methodology to  
evaluate & track  
progress

## STAGE FOUR

In our closeout session  
we will prepare your  
brand for the future,  
covering elements  
like:  
Brand Trainings  
Brand Guidelines  
Brand  
Management  
Alignment Audits

## BONUS STAGE