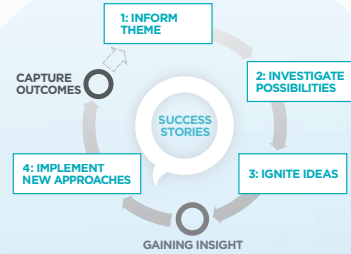


## AT A GLANCE:

# UNDERSTANDING OUR BUSINESS



Leader Guide



Activity sheet



Worksheet

## WHAT'S THIS PACK ABOUT?

**Understanding Our Business** is about helping your people get to grips with your message and mission, and creating a team of passionate and enthusiastic people capable of representing your brand in action.

'Understanding Our Business' equips your people with the understanding to answer the big questions:

- This is who we are
- This is what we do
- And this is what makes us special!

## WHY IS THIS IMPORTANT?

**"Your brand is your reputation, it's what people say about you when you're not in the room."**

—Jeff Bezos, founder Amazon.com

At the end of the day, our reputation is our business, and our reputation will depend on the difference between our customers' expectations, and the service we deliver.

So if we're not clear about who we are, and what we're aiming for, it's almost impossible to get there! And if we don't stop to think about our customers' expectations – we'll probably never deliver on them!

## IDEAL OUTCOMES

- Increased understanding of the business strategy
- Increased awareness and understanding of customer expectations
- A clear picture of our differentiators/ uniqueness
- Increased and improved delivery of our uniqueness, both internally and externally.