



**FREE BRAND COACHING
FOR BUSINESS LEADERS**

What is Brand Coaching?

The goal of Brand Coaching is to help Business Leaders become better Brand Leaders. To inspire and educate on what it means to be a Brand Led Company* and what the benefits are. To provide Business Leaders with the tools, knowledge and the techniques they need to lead not just a company but a Brand.



*A Brand Led Company doesn't just sell products or services, it sells BIG IDEAS too. It puts those ideas at the heart of everything it does.

These BIG IDEAS make an emotional connection with customers, who are willing to pay a premium for products and advocate them to their friends.

Brand Led Companies are typically more successful and profitable than competing companies.



What can a Brand Coach do for you?

As a Brand Coach I help Business Leaders understand the secrets of Brand Led Companies and provide them with the tools and support they need to lead a brand. I help them understand where their Brand is right now and where it can potentially go. I show them the path to having a world class Brand.





How does Brand Coaching work?

Every business is different there is no “one solution fits all.” I have a big box of tools which I can access, depending on a persons own unique circumstances. For Business Leaders who are simply curious to find out more, I have an approach to cover this which is more focussed on knowledge and inspiration. For someone who has specific needs and goals, then I can develop a bespoke plan for them using my strategic tools.

Whatever Business Leaders needs I have the knowledge, experience and tools to help them.

What's it going to cost?

I'm happy to walk Business Leaders through the journey for **Free**. To show them what they need to do to have a brand that is loved by their customers. To help them decide what is the best course of action. If more hands on assistance is required I put Business Leaders in touch with the right professionals for the job. Of course I also offer my own creative and strategic services, if we both feel it is appropriate.





Lee Whitfield

Manchester - Miami - London - Saigon - Melbourne



My mission is to help company leaders become better Brand leaders. To give them the tools and knowledge they need to build and maintain a world class Brand. A Brand that delivers not only product & service excellence but also makes a connection with customers too.

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