

# Hello.

## Brand is a result of the promises you keep. What promises are you making and how are you keeping them?

You feel like you're making the right moves. Then you hit a plateau. Now what? A brand counsel can help keep you on track.

### What is a brand counsel?

Unmet opportunities, plateaus and downturns happen and are often caused by a misalignment between your identity and the promises you are making. The wrong promises crush confidence and chip away at your purpose and values. They can also trigger morale issues, sales anomalies, stakeholder challenges, public relations drama, and the erosion of your brand result.

**A brand counsel is skilled at finding those disconnects and getting you back on track.** So you and your teams can hold true to your purpose and values, make promises that make sense for you, and keep those promises ... consistently.

### So how does that work?

As your brand counsel, I look at what you intend and how you work, identifying gaps between your purpose and values and the promises you are making to your people and in the marketplace.

You get a fresh perspective about the immediate and long-term pressures on your identity. And as a result achieve a more robust, resilient brand.

For quotes and queries, or to chat about your brand, call 0431 377 508 or email [me@michelhogan.com](mailto:me@michelhogan.com).

**Thank you for your time.**



Michel is one of those rare professionals who possesses the trinity of skills, tools and empirical wisdom to help you think differently about your challenges...

(AJ KULATUNGA)