

# hello

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

The wrong promises are a significant risk to people's confidence in your organisation. To live up to your purpose and values, they must provide a dependable and consistent experience for all stakeholders.

How you do that is where I help.

## What is a Brand Counsel?

I advise on the risk to your purpose and values of making the wrong promises. Give you an independent perspective on committing to things you can do. So you can achieve a robust, resilient brand overflowing with value.

## How I work

By helping you understand what you intend more deeply, I provide advice on risks and identify gaps in how you do things today.

Some clients are laying the foundations for shiny new ventures. Others are responding to changes in what their customers expect and want. Still, others are re-inventing themselves to take advantage of new opportunities.

I review and consider elements affecting the promise, such as time, reward, resources and culture, to help you avoid:

- unhappy employees, customers and other stakeholders
- embarrassing public apologies
- eroding brand value

Along the way, we build capability and know-how for your people and teams so they can bring a more deliberate and conscious approach to how they work and make promises.

To learn more, visit [michelhogan.com](http://michelhogan.com), call me on 0431 377 508 or email [me@michelhogan.com](mailto:me@michelhogan.com).

**Thanks 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.