



/ BUSINESS OF BRAND IN AUSTRALIA

Linzi and her team will be returning to Australia in March 2016. For those who are itching to keep working on their brand between now and March, we've put together a few more options that lead into phase two of the BOB School program.

Here's how the BOB School Program comes together:

/ PHASE 1 #DISCOVER - BRAND DNA

You've completed the Brand DNA to start your discovery journey. Now it's time to activate it, and see how it lands in the market. For many people, creating an implementation plan helps this process. You may choose to work on this with your coach, or take up the #ACTIVATE - Implementation Support Program with Les Hercules Kalas and Shirlaws Implementation Experts below.

#ACTIVATE - IMPLEMENTATION SUPPORT PROGRAM

We've designed three optional implementation support days to help you activate your DNA from now until March, for those who are looking to keep the light ignited. You can purchase and attend each of the three days separately, or bundled together. All three days will be delivered by our Shirlaws Implementation Experts.

Day 1: Les Hercules Kalas will be kicking off the first day to focus on your 90 day plan and pitching your story, early in November.

Day 2: Speaking your stories and your elevator pitch, plus checking in on how you're progressing and what sorts of blocks you're facing.

Day 3: The final implementation support day will provide the opportunity for you to present your Brand DNA document.

/ PHASE 2 #DISCOVER + #CREATE

GOOGLE FAME, PRODUCT ARCHITECTURE AND CONTENT STRATEGY

Delivered in two stages, Linzi will return in March to deliver the Google Famous (personal DNA Blueprint) and Product Architecture models, before one of our Australian masters of Content Strategy takes you through your creating your Content Plan and Toolkit in May.



/ PHASE 3 #CONNECT #COMMUNICATION #EVALUATE

CHANNEL, CAMPAIGN, AND EVALUATE

In July it's time to focus on your Channel strategy, develop your Campaign through architecture and storyboard, then wrap it all up with how you'll measure your implementation success with KPI and ROI measures. Delivered in two stages, Linzi will walk you through Channel and Campaign, with one of our Shirlaws specialist implementation team taking you through the final Evaluate module of the program.

FURTHER BOB SCHOOL PROGRAM DETAILS

See the BOB School 2015 brochure for more information about the content of the next phases of the Australian program, or the Australia 2015/2016 Journey Map for a visual breakdown of the BOB School Program.

Don't forget to have a peek at the videos we put together from the last session of the school.

For further information, please [email our events team](#) or call Emma Blok on 1300 853 772.