



RISE.



**BRAIN | WERX™**  
STRATEGY SESSION



# IT'S ABOUT CLARITY.

A successful brand is a promise made by a business that is consistently delivered to its customer. This promise is what builds trust and increases customer loyalty. The clarity that is needed by a business to fully deliver its promise is paramount to its success.

BrainWerx™ is a forum we provide for businesses to attain a higher level of clarity about who they really are and where they want to stand in the market. It is about business leaders getting clear and initiating a common focus first internally with their team, and second externally with their communications to achieve their version of massive success.



# IT'S ABOUT PIVOTAL SHIFTS.

## STEP 1: BUSINESS PERSONALITY

A BrainWerx™ strategy session is generally a three-step process.

The first step is exploring the internal facet of the business, in other words the business' personality. We help clarify and define areas such as:

- ▶ Values
- ▶ Purpose
- ▶ Brand Architecture
- ▶ Brand Promise
- ▶ Key Differentiator (X Factor)

Areas that make up the basic foundation and internal workings of a business' brand so it can then be consistently communicated and maintained by the entire team.



## STEP 2: BUSINESS BEHAVIOUR

The second step of this process is focusing on the external facet of the business, its behaviour. Here, we help clarify and define areas such as:

- ▶ Ideal Client (Target Market)
- ▶ Competitive Market
- ▶ Brand TouchPoints\*
- ▶ Market Approach
- ▶ Marketing Needs

Getting clear on who a business wants to work with, and how it will attract and communicate with them, is necessary to align and focus the business' marketing efforts and to enable the team to deliver a uniform customer experience.

\*every contact a business makes before, during and after the sales process.



## STEP 3: STRATEGIC PLANNING

The third step is all about planning. Here, we help determine:

- ▶ An Action Plan -  
to implement the session's discoveries.
- ▶ A Deployment Plan -  
to get the entire team on board and focused to work more productively as a unit.

Planning, drive, and discipline enables business leaders to align their team towards a common goal, to execute targeted tasks and to successfully deliver their promise over and over again.



# IT'S ABOUT MOMENTUM.

BrainWerx™ is LeapZone Strategies' launching pad to unleash in a business the ability to move forward at a faster pace. This momentum increases smart productivity, teamwork and working with purpose towards your version of massive success.

From three hours to three days, a BrainWerx™ strategy session tailors to what you need to get clear on. After a simple questionnaire and a follow-up discussion, we will provide our recommended strategy on how to proceed.



# BRAINWERX™ PRICING.

The following is a pricing breakdown for the different BrainWerx™ sessions available.

- ▶ **½ Day\*** .....\$1350  
w/Summary Document
- ▶ **1 Day\*** .....\$2500  
w/Summary Document + Light Lunch
- ▶ **2 Days\*** .....\$4850  
w/Summary Document, Light Lunch  
+ Bonus 45-minute follow-up phone session

**NOTE:**

\*Includes up to 2 participants.  
Add \$175 per additional participant.



**LeapZone**  
STRATEGIES™

Call us today to learn more about which BrainWerx™ package would benefit you and your team best.

604.312.9613  
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LeapZone Strategies specializes in helping entrepreneurs consistently grow their business while loving life. By combining our insatiable business savvy with our indepth knowledge on brand strategy and implementation, we help businesses dig deeper into their organization to raise the bar and propel to the level of achievement and success that they want.

“If you are going to be thinking anyway, you may as well think BIG.”

~ Donald Trump ~



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