Brand Accelerator
They Buy Your BECAUSE

Grow your revenue. Increase referrals. Align your organization.
The Brand Accelerator is a fully custom 1 to 2-day strategy session where your key executives work through my framework of influence. We go wide, then narrow on your customer insights, outcomes, and finally your powerful BECAUSE statements.

Emotional purchase decisions are driven by rational factors that convince our brain that the purchase that makes us feel good or look good is also a smart decision. One that we could rationally justify to someone else.

A big mistake made by many companies is claiming lofty ideas or outcomes without some rational link that makes them believable, and repeatable – their BECAUSE.

I work with companies to identify the believable and repeatable BECAUSES that allow buyers to justify their emotional purchases, and then tell others.

**How we do it:**

The Brand Accelerator is designed to grow your revenue, attract more of your ideal customers, and generate increased referrals.

It accelerates your growth by clarifying your business and innovation strategies, creating your BECAUSE, clarifying your message and inserting the message and BECAUSE into every critical customer decision point.

The Brand Accelerator will take what you already do and make it better, more compelling and more attractive to your ideal customers. It will also lead your thinking on where to go from here – uncovering what innovation do you need to stand out in the sea of sameness.

My commitment is that we will create a program that delivers the specific outcomes you want to achieve, is fully customized based on your business objectives.

Success in the Brand Accelerator comes from excellence in planning, alignment on objectives, completing the pre-work, and coming to the live work day ready to roll up your sleeves. A general outline of the process is included on the following page.

Gerry
Brand Accelerator Plan

Phase I - Discovery Deep Dive – Pre-work and Alignment
In Phase I we will gather relevant input and information internally and externally that will set us up for success during the daylong planning session. We will also complete alignment calls to be certain that our time together is as productive as possible.

1. **Pre-Meeting Calls** - Clarify goals and objectives, align on key deliverables, uncover any hidden landmines, and capture hopes, concerns and questions.
2. **Pre-Work - Company** – The work includes defining session objectives and gathering competitor information.
3. **Pre-Work - Participants** - Each participant will complete pre-work to warm up their brains and capturing their customer insights and beliefs about your points of difference.
4. **Logistics** - Complete logistical details of the day – room, projector, flip charts, voting dots, name plates, etc. Gerry will provide a guide.

Phase II – Daylong Planning Session (or 2 days)
Phase II is the full-day planning session. The day will include a full “Becoming the #1 Choice in a Crowded Market” keynote for the team and brainstorming around your Target Insights, your Outcome and Your Because. Then we’ll hone your message. You will learn a framework and new language you’ll be able to utilize moving forward to maximize your messages in the future.

**Basic Outline:**

**Day 1**
Kick Off (8:30)
Keynote for all possible employees
Break
Brainstorming insights
Honing insights
Lunch
Brainstorming Outcomes/BECAUSEs
Break
Hone BECAUSEs
Next steps planning
End: 4:30pm

**Day 2 (When needed)**
Debrief day one
Hone messaging language (sometimes with smaller group)
Strategic planning – a broader look at the 90 day, 12 month, and 3-5 year company roadmap. What’s in, what’s out, and what’s on hold?
Discuss actions coming out of meeting – who will do what and by when?

Phase III – Messaging Results and Recommendations Report
In Phase III I will summarize the Message Strategy created by the team during the planning session. The report summarizes all brainstorming, key insights, messaging points, powerful outcomes/becauses and positioning statements. Includes recommendations and next steps.

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Phase IV – Further Deployment Assistance
Gerry is available to help deploy and implement the strategies in your company as needed.

In their words:

“At the end of the day everyone was like ‘this was maybe the coolest thing we’ve ever done to figure out how we’re going to grow the business.’”
Ned Moore, CEO, Clutch

Gerry helped us find a key message that we have been striving to find.”
Mike Rosenzweig, Managing Partner, Edgar Snyder and Associates

“Gerry challenged us to critically think and justify our positions.”
Adam Cabot, CEO AMCO Proteins

Investment:

$16,500   Plus Travel – One day
$27,500   Plus Travel – Two days

Gerry O’Brion and What Big Brands Know

Gerry O’Brion helps businesses thrive by clarifying their message and helping them attract their ideal customers. Gerry helps companies uncover the critical decision points that customers use to select them over competition.

His keynote address “What Big Brands Know” has helped thousands of independent business owners. After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow businesses of all sizes. His strategies work in any business regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, and then became VP of Marketing for Quiznos. He was most recently VP of Marketing for Red Robin Gourmet Burgers.