Creating Your BECAUSE Workshop
Join us for a one day Creating Your Because workshop with Gerry.

Invest in one day to create a powerful BECAUSE for your company. Receive direct, in-depth assistance from both Gerry and the other executives in attendance.

Creating a well-crafted BECAUSE can:

- Get more customers to purchase, more often
- Stand out in a crowded market
- Drive more referrals
- Align your organization
- Drive innovation

Attendees:
Two people from each company. Additional attendees welcome – additional fee.

Outcome:
Leave the day with a powerful BECAUSE statement along with outcomes (promises) based on your customer insights.

Pre-Work: Gerry will supply a pre-work document to collect your insights and in-going outcomes and BECAUSES. The pre-work will be utilized during the day so bring copies. You may want to have others from your organization complete pre-work so that you can gather insights and ideas beyond the attendees.

Day Flow - Workbooks will be provided

- **Presentation** focused on insights/outcomes/BECAUSES to get everyone on the same page and expand on the because concept.
- **Insights brainstorming**. Capture all your customer insights, rank them, identify the most important.
- **Outcomes**. Turn your top insights into your outcomes. What will you deliver to every customer, every time. How is this different from what your competitors deliver?
- **BECAUSE Creation**. What is your BECAUSE? As you know from the presentation, customers buy your BECAUSE. There are right and wrong ways to create a BECAUSE. Each team will get personal attention working to create their powerful BECAUSE statements.
- **Creation of Influence Statements**. Tie it all together by starting work on the statements that will get inserted into your sales processes, website, and every influence point.
- **Action planning**. Create your plan for what you’ll do next coming out of the session.
Resources:
During the day you will use a “They Buy Your BECAUSE” workbook and a one-sheet creation document. Upon completion, you will get electronic copies of the workbook, the one-sheet, as well as the presentation slides that Gerry uses to facilitate the day.

Time and Date:

Reach out to Gerry to find out when there is an upcoming workshop.

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Cost:
$2,900 per company (Includes 2 attendees), minimum of 5 companies.
Add additional people for $750 per person.

Gerry O’Brion

After years as an executive with billion-dollar brands, Gerry now uses big company strategies to grow organizations of all sizes. His strategies work in any business regardless of their budget.

Gerry is the creator of the BECAUSE framework which creates powerful messaging and innovation to become the #1 choice in crowded markets.

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, became VP of Marketing for Quiznos, and then VP of Marketing for Red Robin Gourmet Burgers.