



SPARROW SOLUTIONS
GROUP

Brand Services



Brand Identity

Our mission with this leadership module is to:

Equip the organization to position itself as the leader in the community for life-affirming change, by focusing its message and all advertising on that goal.

Explore community organizations with partnership potential.

Recognizing that these goals can only be achieved when all organization members perform their duties in a professional manner and that they know and support the organization's mission, this module includes the following components:

- Position as community leader for life affirming change
- Improve professional image in community
- Build strong inter-professional recognition
- Clarify organization message
- Focus advertising on message
- Focus on individual ownership of message

Program Overview

Brand Services/Identity consists of onsite training and follow-up consultation.

- 1) Onsite training to be 2 days, two Sparrow Leadership consultants
 - a) Includes didactic training with facilitated interaction and discussion
 - b) Organization timeline for practical implementation of branding decisions
- 2) Distance consultation
 - a) Organization assessment for training readiness
 - b) 6 month follow-up services
 - c) Monthly call with team or leadership to track with timeline and support
 - d) Available for miscellaneous calls related to branding development

3) Branding/Identity objectives

- a) Team will be able to identify their current brand image
- b) Team will gather data in an organized fashion
- c) Team will study possible brand identities objectively, considering benefits and challenges of each
- d) Team will identify and choose what they want their brand identity to be—the way they want to be perceived, considering intended patient as well as donors and how their brand identity impacts each audience
- e) Team will design a strategy to identify their PMC with the brand they have chosen
- f) Team will implement the chosen strategy
- g) Team will assess the chosen strategy and adjust as necessary

Materials

Reading materials necessary to complete the training program are included in the fee set forth below. These materials are based on organization needs.

Fees

The following fees for Branding Identity training:

1) Participating Clinic

- a) Branding Services/Identity training fee of \$5,700.00 includes:
 - Training for your entire team (up to ten included, extra manuals must be purchased)
 - Training at clinic's location with training tailored to clinic's specific needs
- b) A \$2400 deposit is required to schedule training.

2) Expenses are invoiced separately:

- a) Air fare for training staff
- b) Accommodations for training staff
- c) Rental car for training staff
- d) Per Diem for training staff

Scholarships and packages available. Please complete application for consideration.

We wish to provide quality training to all medical clinics that desire to work with our team.

If you have any questions or concerns regarding our services, please contact Ginnie Wilson (702) 925-8737.