



different

Brand Positioning 2.0

Mental Leadership Check

Duration:

1 day

Preparation time:

2 – 3 weeks

team:

3 diffriends

5-10 clients

Contact:

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Mental Leadership means having the ambition to find a topic of relevance to our society and to make your mark on it. In doing so, you transition from a commercial to a cultural entity – a Mental Leader.

Mental Leaders focus all their entrepreneurial energy on **pursuing their topic with a strong and consistent attitude**. In the public eye, your brand establishes itself as the vanguard of a social movement that opposes a common enemy. From both inside and out, **Mental Leaders** are more than the sum of their products. They inspire loyalty, robustness and **innovative power**.

Let's find out if your brand has what it takes to be a mental leader – and what this means for your market position. Our Mental Leadership Check addresses the following questions:

- 1 | **AMBITION:** "It's for everybody, not for anybody" – Does your brand have what it takes to be a Mental Leader?
- 2 | **MISSION:** How does your brand find its topic? Against what and for whom are you fighting?
- 3 | **ACTION:** How can your brand embody its mission through its behaviour as best as possible?
- 4 | **IMPACT:** How can your brand deeply anchor its topic and generate profit?

The end result is a clear and vivid prototype for how your brand must think and act to become a Mental Leader.

What you can expect:

NEW PERSPECTIVES
Inspiring best practice cases that show how mental leaders use their attitude to make a social and economic difference.

INNOVATIVE METHODS
With our Mental Leadership Check, you will learn innovative methods for positioning your own brand.

A NEW SELF-PERCEPTION
It's not just about the product. Mental Leaders stand up for their topic and unite their customers around a common cause.

