

VISTAGE WORKSHOP

BRAND ALIGNMENT



How to Align Your Message from the Receptionist to the CEO

As businesses grow, the core of what they do, who they serve, and why often gets lost. Teams change. Markets expand. Leadership transitions. And over time, every marketing piece feels like starting over, every conversation with a prospect sounds like it's from a different company. And the disconnect between what you think you're communicating and how you're being perceived starts to erode trust. During this interactive session, members will:

EXAMINE

How perception is shaped

Explore how disconnects between leadership, employees, customers, and partners shape perception and erode trust.

IDENTIFY

Where the gaps are

Identify where disconnects may be happening across marketing, sales, culture, and the customer experience.

LEARN

How to create alignment

Learn how a strong brand strategy gives the entire organization a clear, consistent message across every touchpoint.

MEMBERS LEAVE WITH

A clearer picture of how disconnects may be impacting their brand and practical tools they can immediately use to identify where disconnects may be happening in their business, create greater alignment, and help teams deliver a clear, consistent message across every touchpoint.



ABOUT JACQUI GENOW

Jacqui is a Brand & Business Strategist who helps businesses in periods of growth, transition, and change align what they want people to think with how they are actually perceived. Through her Brand Alignment Process, she uncovers disconnects between strategy, message, and experience so leaders can build trust with prospects through a clear, consistent brand.

WHAT VISTAGE CHAIRS & MEMBERS SAY

“Jacqui evoked many aha's among my members and plenty of interaction. My 15 years of Chairing experience has shown me most Vistage members spend way too little time regularly discovering how their company is being perceived.

- **Lonnie Martin**, Vistage Chair

“The most practical topic we have had in a while. I'd redo this one every year.

- **CE Group Member**, Sacramento

“Great interaction and dialogue. Plenty of actionable takeaways we all can easily implement.

- **CE Group Member**, Orange County

“Everyone was actively engaged in the exercises, and the presentation sparked a lot of questions and insightful discussion. The workshop provided immediate, actionable takeaways that any CEO or leader could easily implement.

- **Charlotte Wagner**, Vistage Chair

Jacqui Genow

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INTERACTIVE • FOUNDATIONAL • IMMEDIATELY APPLICABLE

Designed for CEOs, business owners, and senior leadership teams