

Building a Brand Someone Else Would Love to Own

A Comprehensive Exit Stage Left Program

Led by Certified Exit Planning Advisor Cathy Hagan, FSBDC at UNF, and Certified Brand Strategist Jennifer Holland, Holland People+Brands.

Get the vital information you need to make decisions today to increase the value of your business tomorrow. This comprehensive, educational program is for established business owners who want to grow the overall worth of their companies. A highly engaging 5-month program, it is designed to identify and to elevate intangible asset value that will serve as preparation for an eventual exit strategy. Attendees will explore every area of the business impacting its value. Step-by-step, they will determine specific opportunities to build their brand and their business.

By the end of this program, participants will:

- Establish a brand value baseline to measure growth
- Understand how to grow their business value
- Identify missing vital elements that deflate the value of their organization
- Create a Next Steps Action Plan to increase their company's brand value

Program Schedule: Includes live events & webinars

Sessions are webinars unless otherwise noted

Aug. 16 ----- What's Your Brand Worth? (LIVE)
Includes your official Brand Value Assessment

Aug. 30 ----- Grow the Intangible Value of Your Business

Sept. 13 ----- Brand Checkup: View From the Outside (LIVE)
Includes brand audit and checklist

Sept. 27 ----- Creating Your Brand Message

Oct. 11 ----- Employee Engagement: Buying into the Brand

Oct. 25 ----- Creating Long-lasting Customer Relationships

Nov. 1 ----- Becoming the Brand of Choice

Nov. 15 ----- Moving Forward with Purpose

Dec. 6 ----- The Art & Science of Business Valuation (LIVE)
Create an action plan to maximize value



Event Details:

Cost: \$399

includes all materials and a Brand Value Assessment valued at \$1,500

Times:

Live events --- 8am -10am

Webinars ----- 9am - 10am

Place:

Live events held at UNF's Herbert University Center

Webinars via Zoom, links provided

Register Today!

www.sbdc.unf.edu

904-620-2441



State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]

The Florida SBDC at UNF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. **Contact Ali Stephens at 904.620.2441 or ali.stephens@unf.edu**

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