

# Communicating Your Brand

— A TRAINING BY —  
CABANAS CONSULTING

## Is Your Messaging Consistent?

Are you confidently and quickly able to answer: What does your company do? Tell me about your role? What makes your brand unique?

Is your team able to tailor the benefits of your brand's value to varied audiences?

For many, the answer is unclear or there's a lack of consistency.

Cabanas Consulting trains individuals and teams with the tools needed to **Communicate Your Brand**,™ confidently, succinctly *and* in a way that enhances connection.

A landmark study about successful business practices by the World Economic Forum identified that connection is at the core of the human experience; six of the top 10 skills identified involve social and emotional competence.\*

**Communicating Your Brand**™ is designed with time-tested communication principles to help you solidify a clear messaging framework and adapt those messages for various audiences, while helping you connect on an emotional level.

## This half-day workshop will include:

- » Clarify target audiences. Who are your existing and aspirational clients?
- » Create messaging pillars to use throughout all communications that supports your brand.
- » Practical application! Through a series of exercises, you will practice making your brand's messages your own.

## About

Miami based Katie Cabanas helps purpose driven brands increase impact through communication strategy. She has led campaigns in public relations, marketing and fundraising with top-tier brands. Katie has prepared executives for high-level interviews with outlets such as Bloomberg News, CNBC, ESPN, Fortune magazine, the New York Times, and Univision.

Katie translates her media expertise and fundraising success (having raised millions of dollars for philanthropic programs) into everyday scenarios for business leaders and teams who are communicating about their organizations daily.

Fully bilingual in English and Spanish, Katie has lived and worked in Latin America and holds a Masters in Business Administration and a Bachelor of Arts in Communications.

\*Collaborative for Academic, Social, and Emotional Learning. (n.d.). Social and emotional learning core competencies, Why Social and Emotional Learning and Employability Skills Should Be Prioritized in Education <http://www.casel.org/wp-content/uploads/2016/09/Sept.-14-2016-Congressional-Briefing-on-SEL-and-Employability-Skills.pdf>