Brand Strategy

Vision:

Enabling everyone to be the very best version of their soft skills self.

Positioning:

We don't sell I-day training courses, only sticky learning programmes because this is the only way to achieve real behavioural change.

Strapline:

World's Stickiest Learning.

How we talk:

Like people who have the answers as to how our Learners can be the very best version of their soft skills self.

How we look:

Like people who have many tools to help our Learners to be the very best version of their soft skills self.

Values:

To enables our Learners to achieve real behavioural change in soft skills.

Beliefs:

That sticky learning achieves real behavioural change, which in turn enables our Learners to be the very best version of themselves.

How we behave:

Like people who are determined to achieve real behavioural change for our Learners so that they can be the very best version of their soft skills self.

