



ALIGN Pilot: Building Your Brand Backbone

A quick, practical pilot that turns strategy into daily habits and informs bespoke recommendations across your programs

What This Pilot Does

We learn how your teams work today, fix one high-value problem in week one, and leave you with a scalable backbone: maps, rules, and routes your people can keep.

What You Get

- Baseline flow map (people, process, tech)
- Gap scorecard with impact/effort ranking
- One shipped fix in week one (script, route map, or checklist)
- Plain-language micro-rules for names, routes, and follow-ups
- Weekly notes that document changes and owners
- Executive brief with tailored recommendations mapped to your programs

The ALIGN Pilot, Step By Step

Assess reality

- We begin with a pilot walkthrough of real work. One day on the floor, one map of the flow. That becomes your baseline backbone.

Locate the gaps

- Together we mark breakpoints across people, process, and tech. We score impact versus effort, then ship one high-value fix in week one.

Integrate workflows

- In the pilot, each task gets one route and one owner. Handoffs drop. Answers speed up. Accountability is clear. Collaboration improves.

Guide the rollout

- We turn the pilot into simple, repeatable workflows inside one unit. Findings become clear checklists, scripts, and routing rules, placed where your teams already work. We host a few short working sessions to get everything live, assign owners and timelines, and track usage so the first wins are easy to copy.

Normalize habits

- We make the new workflows the default. Assets move into onboarding and manager routines, a short weekly check in reviews two or three adoption signals, and everything lives in a shared home with clear naming and version control. This builds predictable, repeatable execution across teams and sets up the Page 2 plan to scale through your four program categories.

Typical 3-4-Week Cadence

Week 0:

- Setup call
- Assess current state
- Pilot scope

Week 1:

- Assess reality
- Map the flow
- Ship one high-value fix

Week 2:

- Integrate workflows
- Confirm ownership
- Discuss timelines and execution

Week 3:

- Guide rollout
- Deliver Assets
- Draft next-step recommendations

Optional Week 4:

- Normalize habits, establish benchmarks, review next-phase plan

How Recommendations Become Your Plan

Your brief organizes next steps into four program categories, each drawing from six service pillars so you only invest where you'll see impact.

Program categories:

- Content Management
- Executive Leadership
- Media Relations
- Growth & Sales Enablement

Service pillars we draw from:

- Marketing Strategy & Brand Positioning
- Digital & Brand Optimization
- Social Media Alignment
- Thought Leadership
- Public Relations & Crisis Management Planning
- Content Development & Storytelling

Success Signals We Track

- *Adoption*: teams use scripts and checklists without reminders
- *Fewer handoffs*: less back-and-forth to get an answer
- *Faster routing*: questions reach the right owner on the first try
- *Clarity*: plain-language changes make next steps obvious

Get Started:

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