

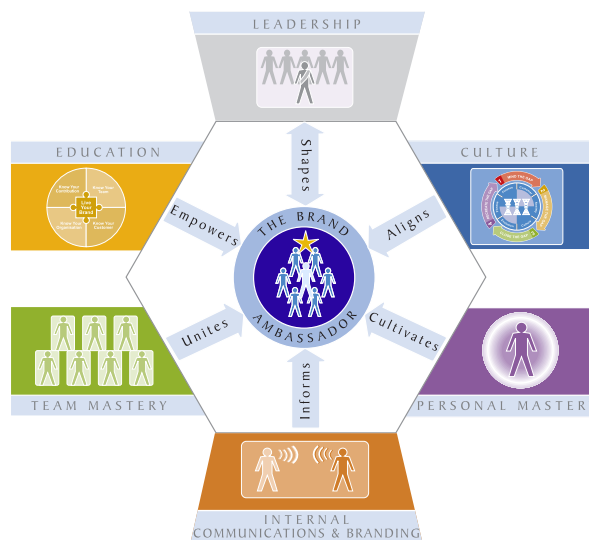


PORTFOLIO

The Towerstone Brand Ambassador Framework

TowerStone delivers its value proposition to the market through these six practices, all underpinned by the philosophy of building a culture of Brand Ambassadorship:

Brand Ambassadorship Framework



Inspiring a Culture of Brand Ambassadorship

Leadership Shaping (Towerstone Connect)

“Tapping Excellence - Shaping experience and knowledge”

Overview

This practice offers a suite of leadership consulting services aimed at empowering senior and executive leadership with the philosophies and tools required for participative leadership.

Core Purpose

To empower executive and senior leaders, through coaching and best practice teachings, to shape a healthy, integrated culture based on Brand Ambassadorship.

Key Products

- Executive and Leadership Coaching programmes
- Leadership Conversation Series© - a series of facilitated, executive leadership workshops based on a blend of best practice and practicality.



Cultural Alignment & Transformation (Towerstone Wave)

“People performance, leadership, values”

Overview

This practice offers organisational development and cultural transformation services. Cultural diagnostic and change management tools are used to create an awareness of the focus areas for people alignment, cultural transformation and performance improvement.

Core Purpose

To facilitate cultural transformation as a means to shape Brand Ambassador behaviours. This is done in an inclusive, shared approach through the whole organisation.

Key Products

- Barrett’s CTT® methodology- a best practice cultural transformation toolset.
- G.A.P.© - (Group Accountability Programme) – a change management framework based on the philosophies of bottom up inclusivity led by Brand Ambassadors.

Leadership Development & Education (Towerstone Discover)

“Caring, empowering growing”

Overview

This practice provides leadership training and interpersonal skills development through accredited, course-based programmes in a facilitated, adult learning environment.

Core Purpose

To empower leaders with the conceptual and interpersonal skills required to shape Brand Ambassadors. This is always done against the context of the organisational brand, purpose and values.

Key Products

- The Brand Ambassador Leadership Development Programme© – a DOE accredited programme (NQF level 7) of 5 modules and 24 courses covering a range of leadership practices. Targeted at junior and senior management levels
- The Brand Ambassador Supervisors Development Programme© – accredited 8 day programme (NQF level 3) comprising 5 modules. Intended as a feeder programme into junior leadership levels

Personal Mastery (Towerstone Evolution)

“Unlocking a powerfull me”

Overview

This practice provides a self-actualisation programme focused on unlocking individual potential and continuous improvement in everything you do, in all areas of your life.

Core Purpose

To shape individual perspective and ability so that life becomes based on an ongoing journey of learning, where results reflect a future vision not past experiences and failures. This journey enables the shaping of Brand Ambassadors to become a smooth, natural process.

Key Products

- TowerStone StillPoint© programme –a 5 day discovery and action focused personal mastery programme



Team Mastery (Towerstone Prism)

“Uniting for performance”

Overview

This practice offers an integrated suite of experiential, team development programmes with the intention of developing sustainable, high performance, aligned teams shaped by care, trust and respect.

Core Purpose

To balance experiential, bonding exercises with practical, action based team development. This helps leaders to build outstanding team performance against the context of the organisational brand, purpose and values..

Key Products

A suite of Team Development packages- each specifically structured according to the particular requirements of the team and situation. All packages include individual and team analyses; experiential exercises; and take-away action plans.

Internal Branding & Communication (Towerstone Origin)

“Communicate the Essence - Inspire the heart”

Overview

This practice provides a range of marketing and communications services and workshops aimed at deepening organisational awareness of the purpose, brand, values and vision of that organisation.

Core Purpose

Create the visibility and awareness to ALL within the organisation of the underlying purpose, vision and values. This facilitates the journey of Brand Ambassadorship as there is now a common sense of purpose that everyone can understand and align to.

Key Products

- TowerStone Campaigns© - a suite of internal communication and marketing services aimed at elevating awareness of the organisational brand, purpose and values.
- Our Reason for Being© – a 1 day Brand Ambassador experiential workshop aimed at everyone in the organisation from CEO down. vels