*Design Brief*

*Hi all, I’m looking for:*

*1. Business Logo:*

*Please see the attached brief. I am open to something that works with the ‘tailored’ element however not interested in anything obvious or overt (ie needles or tape measure). I am also open to something more generic*

*2. Business card:*

*I have preference for a minimal feel*

*I want it double sided please*

*I have included some business card designs I like in the mood board*

*Please let me know if you require further information. I have included a brand and company brief and a mood board*

*Thanks*

*Shane*

*Attached Doc:*

*About “Tailored Learning”*….

Personalised

Collaborative

Engaging

Experiential

Outcomes Focused

Professional

Tagline – Helping teams build businesses

*“My Business”* brand feels: real, knowledgeable, approachable

Boost performance and engagement with targeted, integrated development initiatives

Target Market: Medium sized organisations with a customer service or sales focused marketing strategy

without significant in house training resources

*“Tailored Learning”* – Helping teams build businesses

* Team development made simple

*We are skilled at:*

* *Understanding business needs, environment and objectives*
* *Collaborating to create innovative integrated learning solutions*
* *Delivering interactive, experiential, engaging workshops*
* *Partnering to coach and support workplace learning outcomes*
* *Nurturing our business relationships through outstanding development outcomes*

Our development initiatives are aimed at: Improved service levels, higher customer satisfaction, lower customer complaints, higher sales conversions, larger sales revenues, higher employee engagement, longer staff retention

Workshops are interactive, experiential and motivational

Points of difference:

Consultation, program creation and implementation are uniquely integrated to achieve profound outcomes

Experiential learning methodologies involve and engage participants

Value added service delivery including in-depth needs analysis and post session coaching to maximise workplace implementation