



**WHAT WE OFFER:** Training courses for mid/senior level Marketing/Advertising/Branding/Strategy professionals.

Secondary target market: related business disciplines who regularly interact with the former (e.g. Finance, Sales, Technical etc.)

**WHO WE ARE:** John Bradley and Carrie Bradley (no relation) together bring 40+ years of senior executive experience into writing and co-presenting all our courses.

**John Bradley** spent 25-years with Cadbury in a variety of Brand Management, Strategic Planning and Consumer Insight roles in the U.K. and Canada, regionally and globally. He has published several books, including *'Cadbury's Purple Reign: The Story Behind Chocolate's Best-Loved Brand'*, and *'Store Wars: The battle for Mindspace and Shelfspace, In-store and Online'*. From 2013-2017 John was Judging Coordinator of Canada's advertising effectiveness awards, after which he formed The Bradley Group with Carrie Bradley to offer a bespoke effectiveness consulting & training service for brand owners and advertisers.

**Carrie Bradley** has 15 + years client experience in Financial Services, NotFor-Profit and Pharma in a variety of organizational effectiveness roles, including Head of Network Strategy, AVP Wealth Strategy and AVP Sales Effectiveness for HSBC Bank. In addition, Carrie has substantial experience

in Marketing, CRM, Sales Strategy and Management, Operational and Capital Planning.

**WHAT MAKES US UNIQUE:** We use our real-world experience to turn high-level business school concepts into practical tools which can be immediately applied at all business levels, including the C-Suite. Our courses are highly participatory, mentally challenging and fun, regularly being lauded as “the best training we ever had!” We stay at the leading edge of training via Zoom by being part of an informal global best-practice network.

**HOW OUR COURSES WORK:** All our courses are delivered online as 90-minute Zoom modules. Each course has 3-4 key concepts which we bring individually to life with a framework of understanding illustrated by real world examples, which are then followed by short, engaging group exercises. Facilitated feedbacks and discussions cement the learnings. Some courses involve pre-reading of around one hour. Maximum of 24 attendees per course.

#### **OUR COURSES:**

##### **Securing Resources**

With many businesses having massively downscaled operations in recent months, filling their priority lists are crucial business reconstruction tasks. Marketers and agencies will need to make tangible, fact-based cases to win campaign resources at a time when there is an unprecedented number of calls on much-diminished corporate cash reserves. This course provides two crucial tools that can be worked on NOW to help win budgets back.

##### **Business Strategy Thought Leadership**

Equips participants to think and talk strategically about their or their client’s business and understand how value is created. Participants will learn to identify company DNA and sources of enduring strategic advantage, interrogate business strategy and engage in how to drive profit.

##### **Influencing Decisions**

Prepares mid-level (5+ years’ experience) personnel to successfully transition from output-based roles into value-generating, C-Suite influencing roles. Four key tools will enable participants to evaluate

marketers' strategic influence, the strategic role of the marketing department, on which of the four levels of Business Strategy the business sits and be able, as individuals, to climb the Strategic Influencing Pyramid.

### **Prove Campaigns Work**

Successful campaigns create far more business value than brand owners or their agencies realize. This course focuses on how to identify the three key areas of value creation usually missed in campaign reviews that will enable participants to demonstrate the tangible, incremental value created by marketing communications.

### **Write Compelling Case Studies**

Applying business storytelling techniques, participants will learn how to write consultant-standard Marketing/Advertising campaign case studies that can be taken into the C- Suite of current and potential clients.

### **NEW FOR FALL 2020 Data Analytics and Graphics Masterclass**

This 3x 90-minute group of courses draws upon the latest and best thinking in data analytics and graphical visualization techniques, equipping participants with the skillsets to succeed in a world of Big Data. Each will gain the ability to draw out information from varying types of data and visually communicate it compellingly to C-Suite decision-makers.

### **PRICING:**

Each individual course is priced at CA\$2,000, with the exception of Data Analytics and Graphics Masterclass (3x 90-minute modules) which is priced at CA \$6,000.

For any combination of three courses – CA \$5,000

For any combination of seven courses – CA \$11,000

(Data Analytics and Graphics Masterclass is excluded from the above discounting.)

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