

veib

Bringing brand
to life



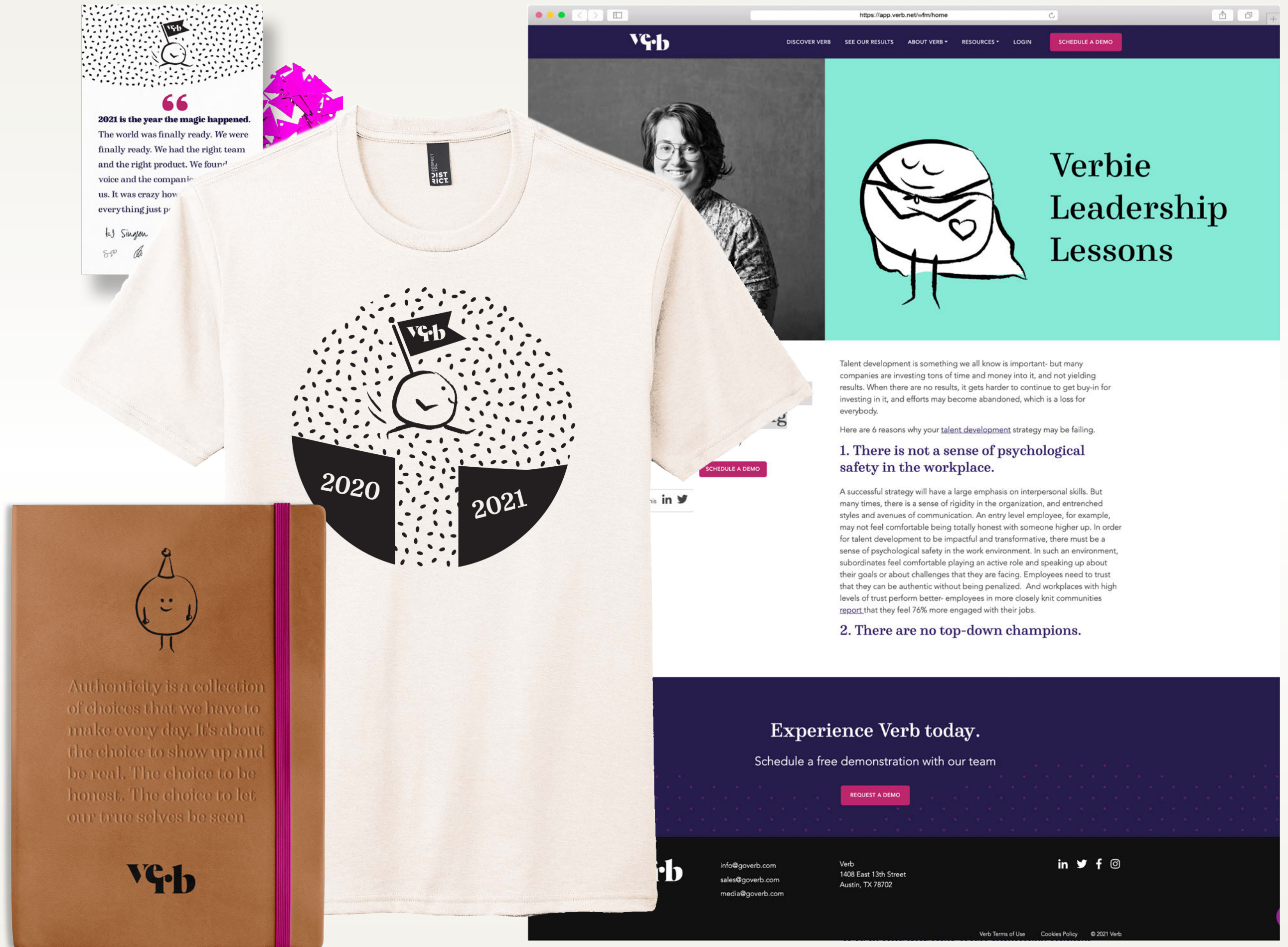
01

Audience:
Employees

We are a collaborative community that believes in and creates ✨ magic. Always ? curious, we continually **challenge** our understanding of ourselves.


We 🎉 celebrate one another. As individuals and together as a team.


We draw strength from our willingness to be vulnerable and communicate  authentically. Our **inspiration** is contagious.



02

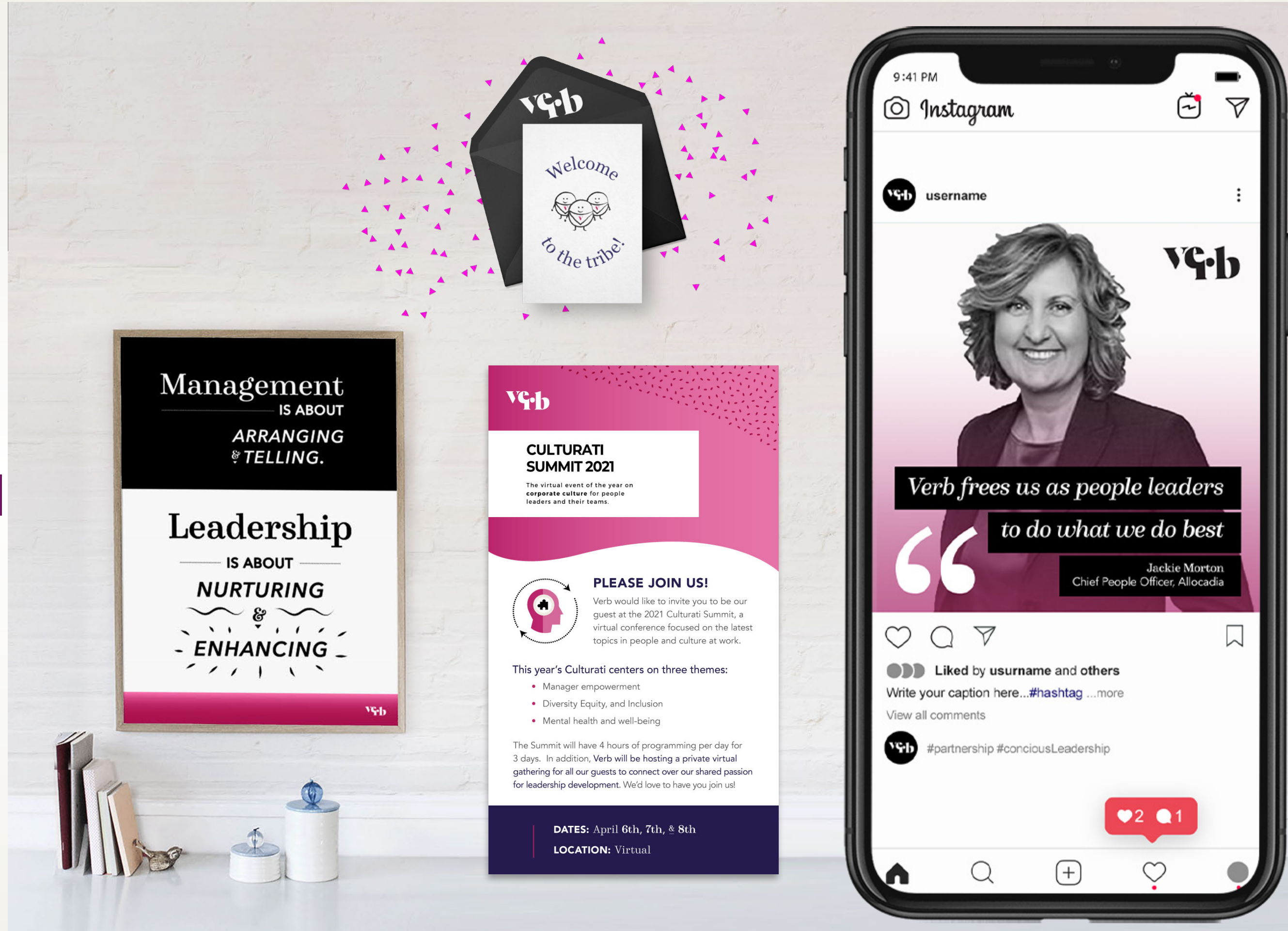
Audience:
Customers

Our customers view us as  authentic partners.

We adapt and iterate to meet their needs in our pursuit of excellence through intelligent  design.

Our customers value our support and are in awe of how we manage to **simplify** the **challenging** subjects our content brochures.

They rely on us to be experts in our industry, and we **lead with insight**, by sharing our knowledge through engaging events, and information.



03


Audience:
Prospects

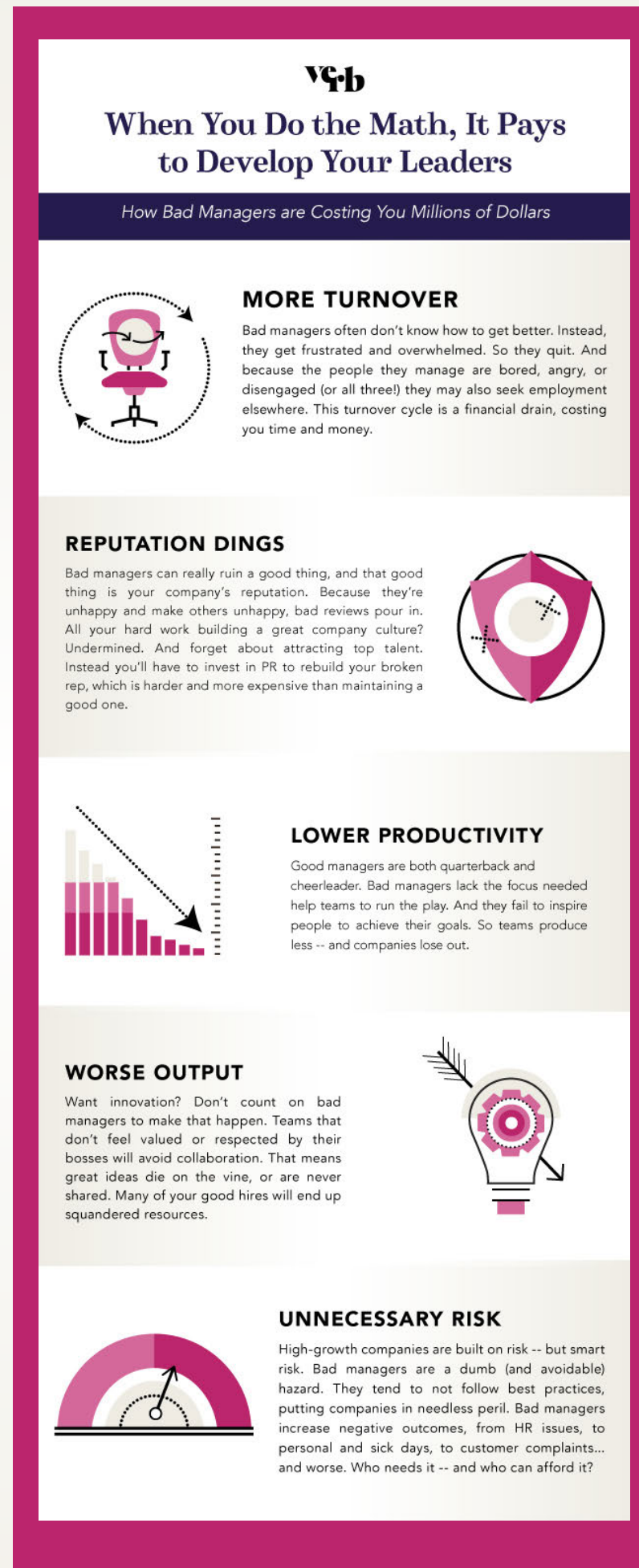
Our prospects are drawn to us because we provide answers and solutions to the questions they didn't know they had yet.

When we talk about our company, the value of emotional intelligence in modern work communities, or share a piece of content, we send the message that Verb is THE **authority** on impactful change through conscious

 leadership development.

We are **grounded** but still innovative.

When we deliver our messages in an  authentic tone, we're extending an invitation to join us on a shared journey of discovery and **possibility**.



Verb
When You Do the Math, It Pays to Develop Your Leaders
How Bad Managers are Costing You Millions of Dollars

MORE TURNOVER
 Bad managers often don't know how to get better. Instead, they get frustrated and overwhelmed. So they quit. And because the people they manage are bored, angry, or disengaged (or all three!) they may also seek employment elsewhere. This turnover cycle is a financial drain, costing you time and money.

REPUTATION DINGS
 Bad managers can really ruin a good thing, and that good thing is your company's reputation. Because they're unhappy and make others unhappy, bad reviews pour in. All your hard work building a great company culture? Undermined. And forget about attracting top talent. Instead you'll have to invest in PR to rebuild your broken rep, which is harder and more expensive than maintaining a good one.

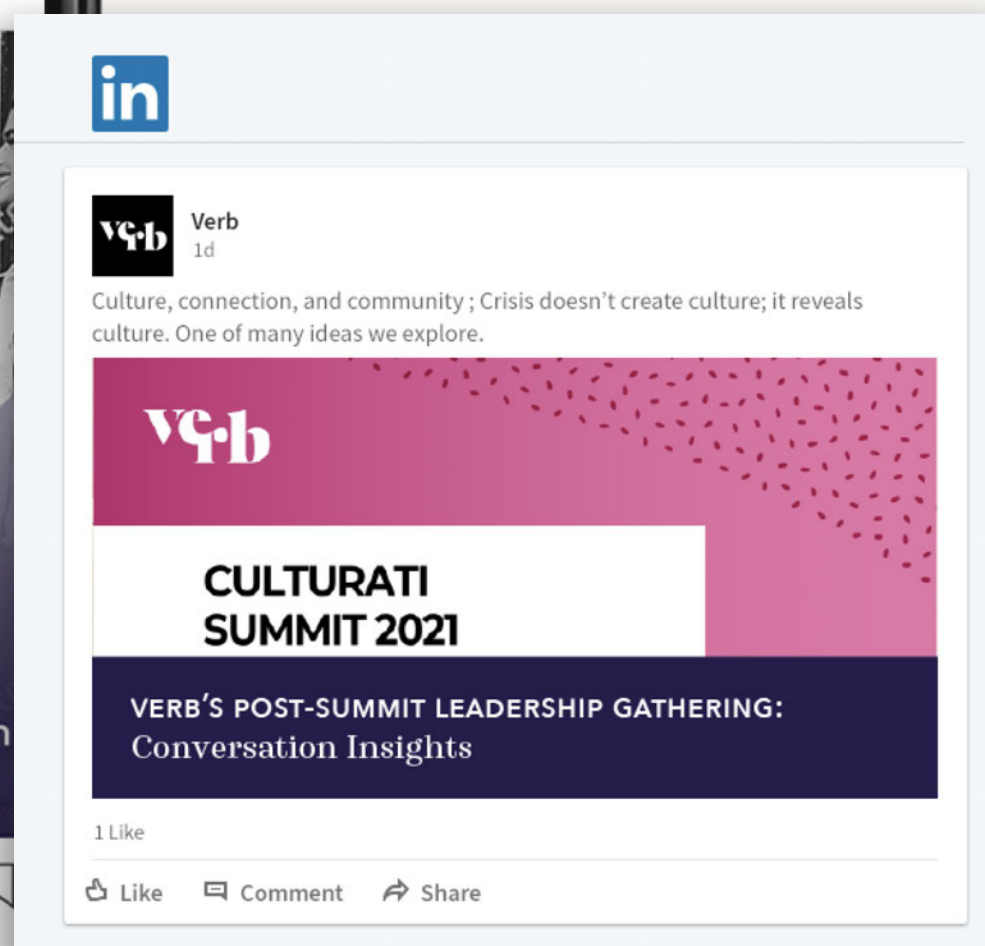
LOWER PRODUCTIVITY
 Good managers are both quarterback and cheerleader. Bad managers lack the focus needed help teams to run the play. And they fail to inspire people to achieve their goals. So teams produce less -- and companies lose out.

WORSE OUTPUT
 Want innovation? Don't count on bad managers to make that happen. Teams that don't feel valued or respected by their bosses will avoid collaboration. That means great ideas die on the vine, or are never shared. Many of your good hires will end up squandered resources.

UNNECESSARY RISK
 High-growth companies are built on risk -- but smart risk. Bad managers are a dumb (and avoidable) hazard. They tend to not follow best practices, putting companies in needless peril. Bad managers increase negative outcomes, from HR issues, to personal and sick days, to customer complaints... and worse. Who needs it -- and who can afford it?





9:41 PM
 Instagram
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 Misconception #4
 Employees don't need leadership training until they're managing a team




in
 Verb
 1d
 Culture, connection, and community ; Crisis doesn't create culture; it reveals culture. One of many ideas we explore.
Verb
CULTURATI SUMMIT 2021
 VERB'S POST-SUMMIT LEADERSHIP GATHERING: Conversation Insights
 1 Like
 Like Comment Share

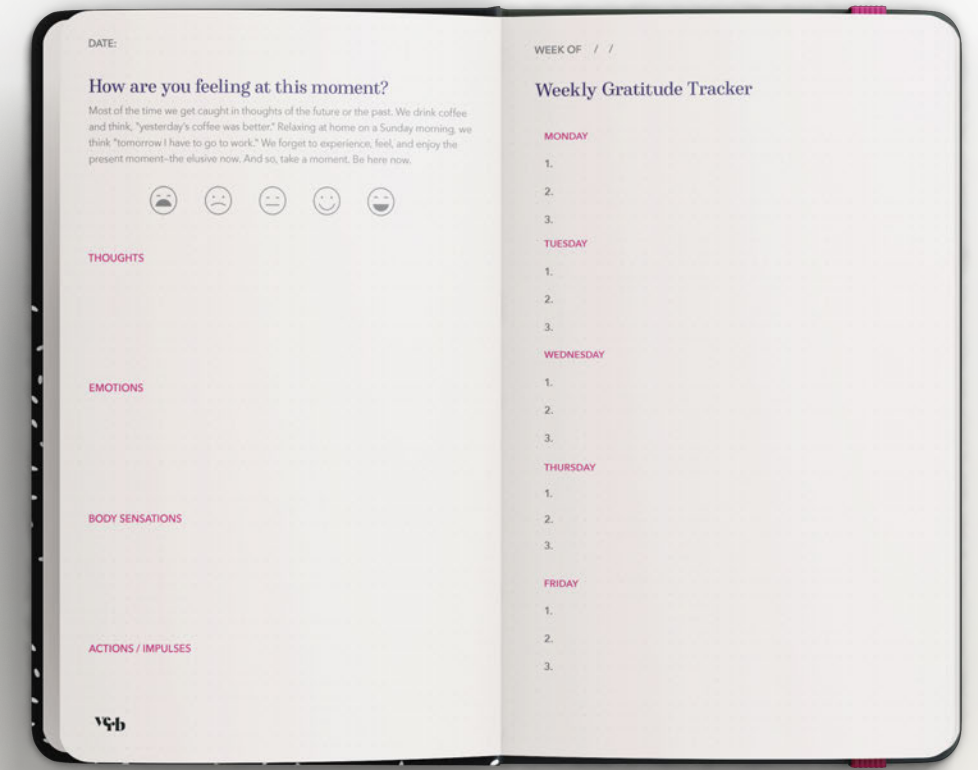
04

Audience:
Learners

Verb learners trust in our **wisdom**. We gently nudge them to **challenge the assumptions** they hold and  lead them to the edge of their own  curiosity.


Our goal is to gift  magic. A swift exhilarating tectonic shift - the lightbulb moment when a person, **grounded** in a new found autonomy of the mind, watches the world open up before them.


It is in this space that their idea of **what is possible** expands, and the learning cycle begins again.



05

Audience:
Investors

Verb investors are confident investors. We're **grounded** in knowledge of our product, our audience, and why we will win. We don't just talk about  leadership- we **lead with insight**, actively demonstrating our expertise in public, and show up in the world through external validation as a result of our actions.

Verb investors are **inspired** investors. Our gumption and  authenticity serve us well. People invested in Verb view us with the same pride and satisfaction we view the minds we open and transform through our client partnerships and the world around us.

