



Building brands,
one story at a time®

HB FlightPlan™ Methodology

Plan/Takeoff

- key players
- decision process
- goals
- budget
- success criteria
- conflict avoidance/resolution
- timeline
- responsibilities

Discovery

- history
- audience
- trends/market

Strategy/Plan

- emotion
- message
- tactics

Brainstorm

- ideas/concepts
- images
- tone
- tactics

Refuel

- review
- questions
- adjustments
- corrections
- agreement
- re-start

Execution

- writing
- design
- production

Launch

- delivery
- follow-through
- measurement

Wrap-up

- results
- measurement
- lessons
- next steps

- We stay abreast of developments in our field, as well as our clients' markets.
- We ask questions and strive to eliminate ambiguity.
- We routinely set and manage expectations.

- We always consider and address our clients' ideas.
- We strive to make every client feel like our only client.
- We distribute call or meeting reports, to outline next steps and to include individual responsibilities.

- We raise potential issues with the client before a problem develops. Identifying a problem is not enough; presenting a solution is critical.
- Invoices never come as a surprise.

▲ Review - Agreement - Measurement