

5 DAY LIVE WORKSHOP



# FOCUS & FIRE



***DAY 1: Foundational  
Principles of  
Success***

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**Shiny New Toy Syndrome:**

**ReDefining "SP"**

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## *DAY 1: Foundational Principles of Success*

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### **The Customer Journey**

### **Brand Advocates**

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**Value and Need**

**SAM**

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## *DAY 1: Foundational Principles of Success*

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### **Homework:**

What brand are you an advocate for?

Why are you an advocate?

What ways do you engage with this brand?