



## CERTIFICATE OF COMPLETION

THIS IS TO CERTIFY THAT

**Sara Cundill**

has completed all modules of Brand Strategy Academy and has a thorough understanding of:

- Why brand strategy is important for business growth, employee retention and motivation, customer relevance and engagement, marketing and innovation.
- How to run and price a brand strategy project.
- The principles of good brand strategy development and the criteria to judge brand strategy against.
- What to ask for and analyse from a business before conducting any primary research.
- How to run and analyse the customer, employee, leadership, and competitor research necessary to get the right brand strategy inputs.
- How to craft a brand strategy that works for any industry and size of business.
- What needs to happen in the 12 months after a brand strategy has been agreed to ensure it is successfully implemented in a business.

A handwritten signature in blue ink that reads "Sarah".

SARAH ROBB  
FOUNDER, BRAND STRATEGY ACADEMY