



# Creating the Brand Called "U"

**Angélique du Toit**

Davies-Dutoit Consultancy





**EMCC**  
European Mentoring & Coaching Council

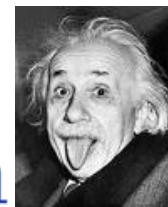


**NHS**

Institute for Innovation and Improvement



Buy. Sell. Trade.



TOMMY HILFINGER



IN ASSOCIATION WITH  
amazon.com





## What Makes a Great Brand?





## Key Questions?

What are your unique qualities and characteristics?

What is your brand built on?

What do you offer that makes a difference?

What are you known for?

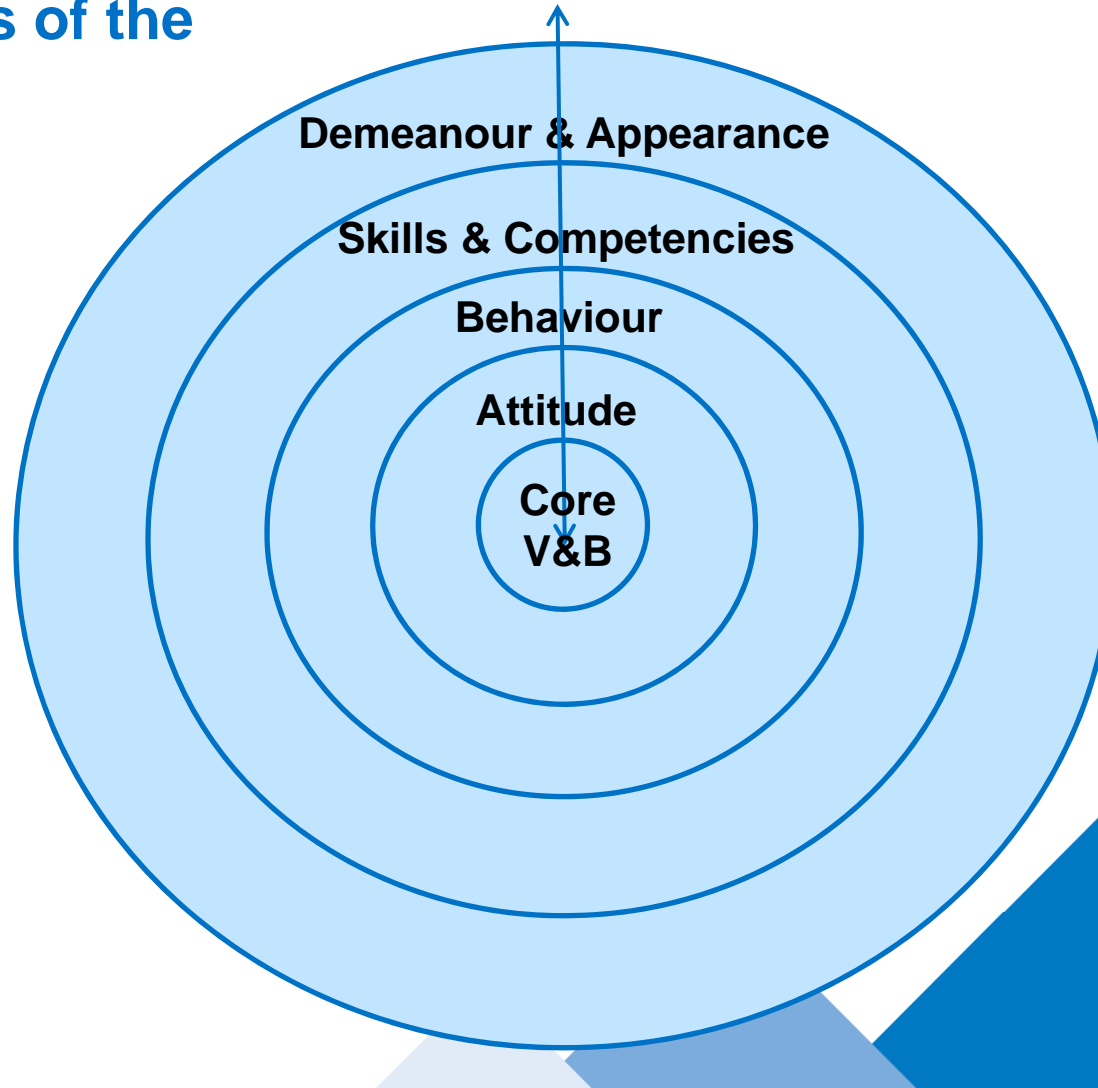
What about you or what you do are you most proud of?

How do you communicate your message?





## The Layers of the Brand "U"





Who are?

”U”

