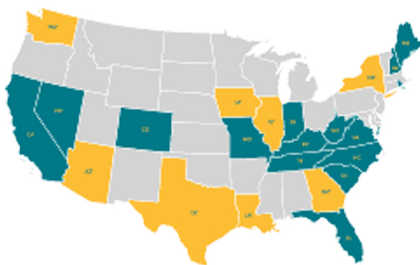


PARTICIPANTS

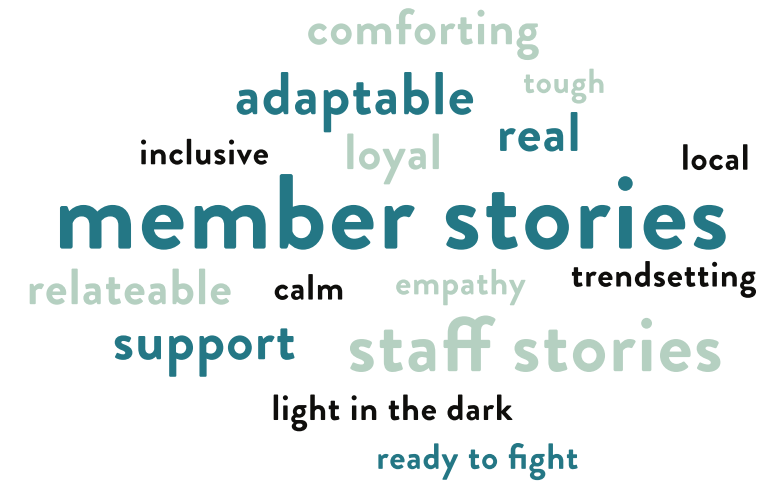
- 01 MARKETING
- 02 CLINICAL
- 03 LEADERSHIP



Three meetings in
October & December

1 counselor and 1 CS
for each Groups region

23 participants from Marketing,
Clinical, and Leadership teams



- Groups would be a donkey - strong, willing to carry heavy things, and fiercely loyal.
- I would love to hear more of our members' powerful stories - and would also like to share my own.
- One of our biggest strengths is how adaptable we are to different markets, different members, and different needs.

THEMES

PAINPOINTS



Perhaps we can think about the name as a natural evolution, like Apple Computers -> Apple



What do we brand and what do we keep neutral when communicating with our members?



This feedback is crucial to keep in mind as we create and roll out this brand refresh.

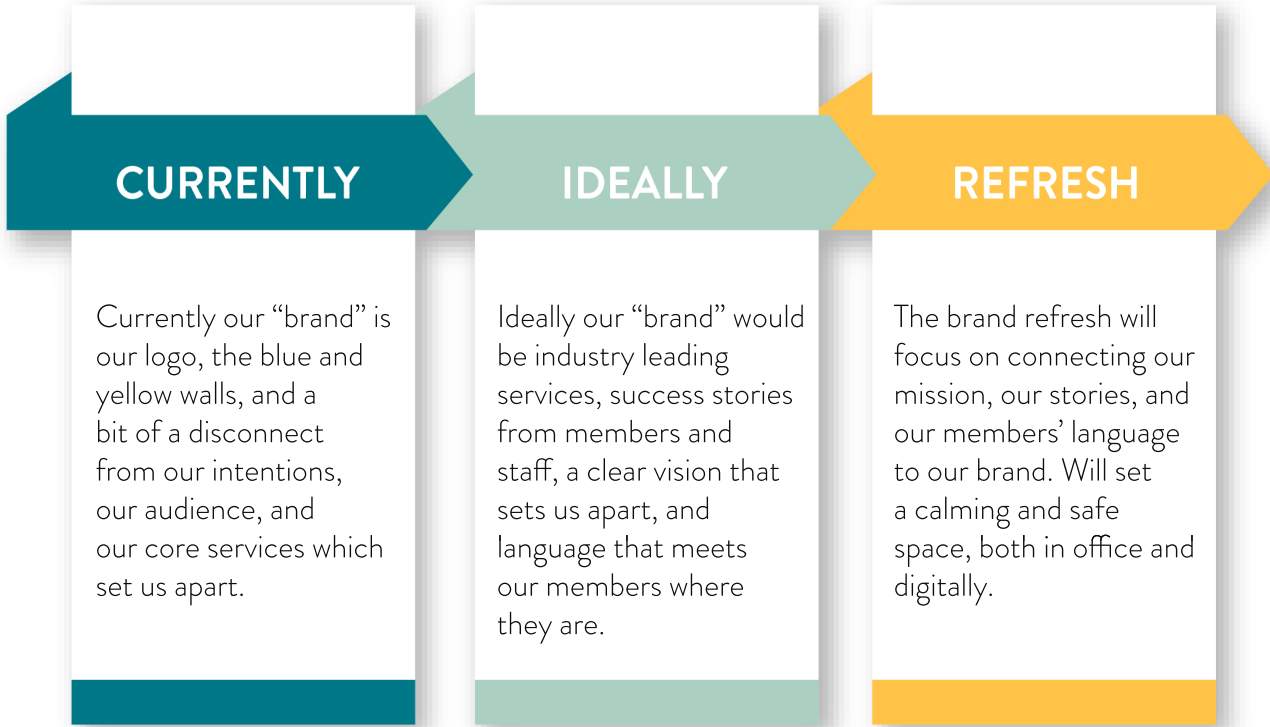


Our brand and message needs to tell our story, starting with the services which make us stand out.



Yellow is considered the most difficult color to the eye and it activates the anxiety center of the brain. According to Carlton Wagner, director of Wagner Institute for Color Research in Santa Barbara, CA, it can cause people to lose their tempers more easily and causes babies to cry. In fast food restaurants, yellow and orange are used when they want quick customer turnaround.

WHAT IS THE GROUPS BRAND?



FINDINGS

SOURCES

- <https://blog.swedish.org/swedish-blog/how-the-color-of-your-wall-is-affecting-your-health>
- <https://www.theladders.com/career-advice/you-should-never-paint-your-office-these-colors-according-to-experts>
- <https://totalfood.com/the-psychology-of-color-for-bar-restaurant-design/>