



**TRAINING OF CHAMPIONS:  
BRANDING AS A STRATEGY FOR  
ORGANIZATIONAL CHANGE**

**APRIL, 2025**

# AGENDA

- **What's a brand?**
- **Why do brands matter?**
- **How do you live the QPI brand?**
  - **Who are your “customers?”**
  - **What do they need?**
- **How will your brand support organizational change?**
- **What needs to change?**





# WHAT'S A BRAND?



**“BRANDING IS WHAT  
PEOPLE SAY ABOUT YOU  
WHEN YOU’RE NOT IN  
THE ROOM.” - JEFF  
BEZOS**

**WHAT’S A BRAND?**

# WHAT'S A BRAND?



*“A brand is a singular idea or concept you can own inside the mind of a prospect” – Ries*

*“A brand is a set of expectations, memories, stories and relationships that, taken together, account for a customer’s decision to choose one product or service over another” – Godin*

- What you stand for
- Not just a logo or a symbol
- A Brand is a Promise – every interaction either reinforces or dilutes the promise
  - Communication, customer/client experience, etc.
  - Foster Care Examples?

# WHY DO BRANDS MATTER?



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**WHY DO BRANDS  
MATTER?**







# WHY DO BRANDS MATTER?



- What does Kroger stand for?
- Who are Kroger's customers?
- What makes Kroger *different* than other retailers?
- How does Kroger live its brand?

## WHY DO BRANDS MATTER?

# TRADER JOE'S

## WHY DO BRANDS MATTER?

- What does Trader Joe's stand for?
- Who are Trader Joe's customers?
- How does Trader Joe's live its brand?
- What makes Trader Joe's *meaningfully different* than Kroger?

# HOW DO YOU LIVE YOUR BRAND?

*What does foster  
care stand for?*

**What has contributed to this perception?**

# HOW DO YOU LIVE YOUR BRAND?

*What does QPI stand for?*

**Internal & External Perception of QPI**

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The **Quality Parenting Initiative** is a strategy of the **Youth Law Center** to strengthen foster care by refocusing on excellent parenting for all children in the child welfare system.

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# QPI PRINCIPLES

The Quality Parenting Initiative (QPI) is an approach to foster care based on the following core principles:

1. The most important thing we can do for every child in out-of-home care is to nurture strong relationships and particularly to provide excellent parenting every day.
2. The results of child development research should drive policy and practice in child welfare.
3. Those who are closest to the work should shape policy and practice.



# HOW DO YOU LIVE THE QPI BRAND AMONG DIFFERENT AUDIENCES?

*Key elements of the process:*

- *Defining the target “customers” and their needs*
- *Clearly articulating brand benefits and how it meets those needs (the brand statement)*
- *Aligning the system so those goals can become reality*



- ❖ Communications Materials
- ❖ Integrated Recruitment, Training & Retention Systems
- ❖ Operations/Practices



# DIFFERENT AUDIENCES?



**Among Whom - Who are your  
customers?**

# CUSTOMERS



**The child is the most important  
customer!**

***How can you best serve their needs?***

Customer	Key Needs
Customer A	
Customer B	
Customer C	
Customer D	
Customer E	

**What do these customers need?**

**HOW DO YOU LIVE THE  
QPI BRAND AMONG  
DIFFERENT CUSTOMERS?**



# HOW DO YOU LIVE THE QPI BRAND AMONG DIFFERENT CUSTOMERS?



**What kind of efforts have you made so far?**



**What works well?**  
**What needs to be improved?**  
**Any hurdles?**

# HOW WILL YOUR BRAND SUPPORT ORGANIZATIONAL CHANGE?



# HOW WILL YOUR BRAND SUPPORT ORGANIZATIONAL CHANGE?

Work in small teams for 15 minutes

- How will Champions spread the QPI message?
- Who needs to be involved?
- How might you encourage their involvement?
- Share with whole group

## SO, WHAT NEEDS TO CHANGE?