

INSTRUCTIONS

During Training #4, you'll learn about the importance of branding in child welfare and how it can be used as an advocacy tool. This Training Companion will help you prepare for your Discussion Group on **October 15th**. Be ready to talk about why it's important to create a foster care brand that supports excellent parenting and how you can contribute to the QPI Champion brand.

1. **What is a brand?**

2. **Why do brands matter?**

3. **How do you live the QPI brand?**

4. **How will your brand support organizational change?**