

2023 Business, Brand, Life Trends + Outlooks Workshop



Purpose + Outcome

The world changes, and sometimes those changes can have an impact on your business, brand, leadership, and life. We will walk through some relevant macro and micro trends to look at along with some ways they may impact you in 2023. You will leave this Workshop with more clarity, and focus and be empowered to make more aligned decisions for your business, brand, and life.

What You Will **Learn**

- ➔ **Review World and Generational Shifts from 2022**
- ➔ **2023 Trends, Outlooks, Solutions, Resources**
- ➔ **How Your Brand Aligns**
- ➔ **Next Steps**



**What Outcome Are You Seeking
From This Workshop?**



Did you make any changes in your leadership,
brand or business based on the 2022 trends;

Wellbeing is here to stay

Alignment of purpose + values

Flexibility + the 4-day work week, multiple careers

Feeling safe has taken on a new meaning



Trend

noun: a general direction in which something is developing or changing.

Trendy

adjective: very fashionable or up to date.

Trending

adjective: currently popular or widely discussed online, especially on social media.



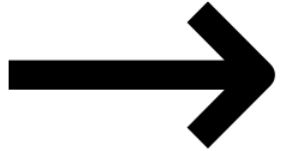
2022 World and Generational Shifts



How Our World Has **Changed**



Wellbeing is here to stay



Alignment of purpose + values



Flexibility + the 4 day work week, multiple careers



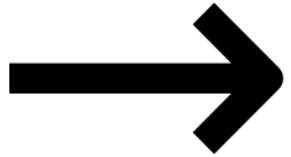
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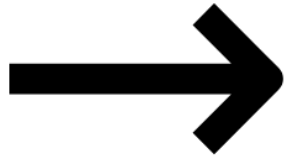
Generation **V(value)**



Mental health is wealth



Purpose + brand values matter as does transparency



Equity, equality, inclusivity



Feeling seen, safe, supported, and valued

2023 Trends and Outlooks



2023 Trends and Outlooks

- ➡ **Economic**
- ➡ **Leadership + Workforce**
- ➡ **Beauty**
- ➡ **Marketing**
- ➡ **Social + Digital**
- ➡ **Wellbeing**

Economic

Inflation/Recession

It's already slowing in the US and is predicted to continue through 2023. In some sectors, a recession could be considered already happening ex. tech sector.

Psychology

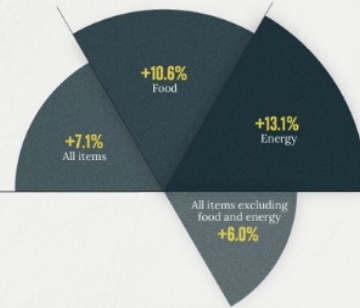
There is a significant amount of psychology that goes into driving inflation and recessions, stay mindful of that.

U.S. INFLATION

HOW MUCH HAVE PRICES INCREASED?

High inflation has been a feature of the economy for about the last year. But how has inflation actually impacted the prices of everyday goods? This chart assesses the year-over-year percentage price change of basic daily goods and the overall categories they fall under.

Consumer Price Index
12 Month Percentage Change*



Select Goods**



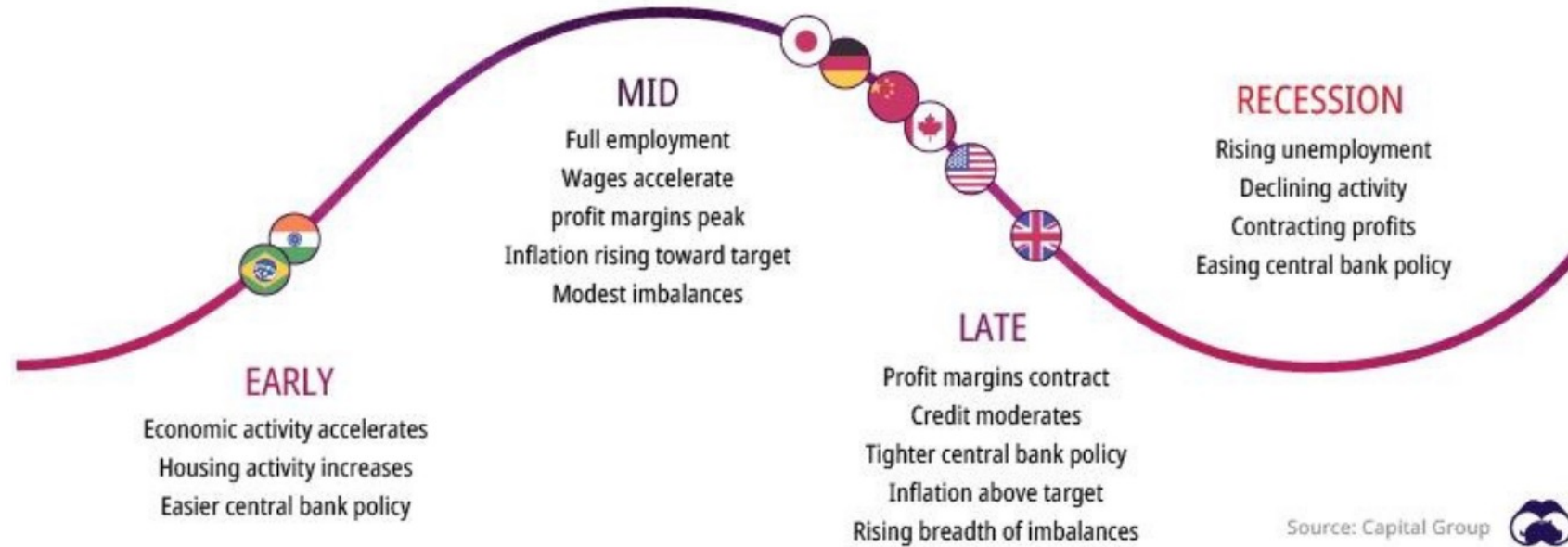
*Not seasonally adjusted, Nov '21-Nov '22. ** Change in Price % (Nov '21-Nov '22) Not Seasonally Adjusted.
Source: U.S. Bureau of Labor Statistics

visualcapitalist.com



Source: Visual Capitalist





According to the [National Bureau of Economic Research](#), a recession can be described as a significant decline in economic activity over an extended period of time, typically several months.

In the average recession, gross domestic product (GDP) is not the only thing shrinking—incomes, employment, industrial production, and retail sales tend to shrink as well. Economists generally consider two consecutive quarters of declining GDP as a recession.

The general economic model of a recession is that when unemployment rises, consumers are more likely to save than spend. This places pressure on businesses that rely on consumers' income. As a result, company earnings and stock prices decline, which can fuel a negative cycle of economic decline and negative expectations of returns.

Source: Visual Capitalist



us recession 2023



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About 18,600,000 results (0.44 seconds)

 Goldman Sachs

Why the US Can Avoid a Recession in 2023

The threat of a U.S. recession remains alive in 2023. The consensus estimate on the probability of a meaningful downturn in the American...

2 days ago



 Reuters

Biden says U.S. economy headed to 'new plateau,' amid re... fears

President Joe Biden said on Thursday the U.S. economy was seeing "really bright spots" after a rough few years, and was headed to a "new..."

2 days ago



 Asia Times

US recession alarm bells ringing far and wide

US corporate titans highly pessimistic on economy's 2023 outlook but it's not clear the inflation-fighting Fed is listening.

2 days ago



 CNN

Get ready for a 'slowcession' in 2023, Moody's says

Many CEOs, investors and consumers are worried about a recession in 2023. But Moody's Analytics says the more likely scenario is a...

4 days ago



Economic **Solutions**

- ➡ **Meet with your accountant and a financial advisor based on your own particular situation and needs**
- ➡ **Pricing/Costs**
If you haven't done your annual price increase/adjustment, now is the time to look at that. Start with your P + L.
- ➡ **Pay close attention to what is real and what is being absorbed by the news and social media. Focus on what you can control.**

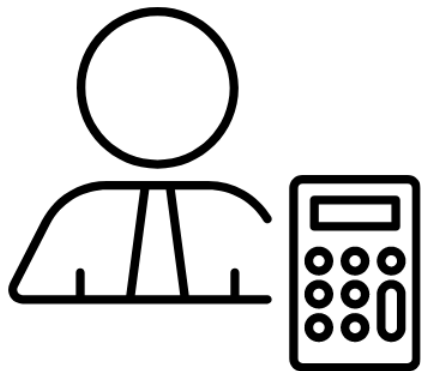
Economic **Solutions**







Economic Resources



your accountant



a financial advisor

Leadership + Workforce

Safety

economic insecurity, job insecurity depending on the industry

Mental Wellness

post-pandemic processing

Gen Z

struggling with 'soft skills'



Leadership + Workforce

A New Kind of Safety

IT'S TIME TO FOCUS ON A NEW KIND OF SAFETY

With layoffs already hitting the tech sector and murmurs of a potential economic downturn, it can be tempting to go into protection mode at work: to stay quiet and not speak up, to keep ideas to ourselves. It's a natural reaction that when we feel threatened we clam up.

But now is perhaps the most important time to be courageous, share ideas, and challenge other people's thinking. In this economy, the need for innovation is not going away; if anything, it's **accelerating**.

Source: Fast Company



Leadership + Workforce

Doubling Down on Mental Wellness

YOUR WORKPLACE IS ON THE HOOK FOR WELL-BEING

For years, many leaders viewed their roles as shepherds of better business outcomes: better revenues, more profits, more growth. But with the likes of the U.S. Surgeon General's **report** in October warning that toxic workplaces are harmful to people's mental and physical health, leaders will need to take a more proactive approach to employee well-being. No longer will it be enough for companies to reimburse gym memberships, offer access to financial advisors or encourage the use of mindfulness apps. Now, organizations are also responsible for taking care of the physical and mental well-being of their employees.

WE'RE ALL STILL IN RECOVERY

Over the past three years, we've all been through intense collective experiences: a pandemic that disrupted our sense of safety in so many ways; repeated tragic episodes of police violence and mass murder; a war in Ukraine; an insurrection in the U.S. Capitol and more. **This combination** of both discrete and prolonged experiences has left us trying to recover from something called **collective trauma**—which goes beyond immediate bodily reactions to trauma and includes our memory of traumatic events that we discuss or recollect as a way to make sense of what we've all experienced. This has exacerbated burnout, challenges in accessing mental health, and prompted many people to reevaluate what's important in their lives.

Source: Fast Company



Leadership + Workforce

Empowering Gen Z with New Skills Like Talking To People IRL

- Gen Z is falling behind in skills needed to enter the workforce.
- Some experts say the pandemic hindered the younger generation's development of soft skills.
- To overcome this, experts suggest companies offer training.

Source: Business Insider



Leadership + Workforce Solutions



Stay mindful of team/tenant economic stressors and provide open communication, coaching, information, and resources



Have another look at how your brand prioritizes mental wellness and areas you can improve



Consider including communication skills training as part of your overall training program, both in-house and outsourced

Leadership + Workforce **Solutions**







Leadership + Workforce **Resources**

Be There Certificate

Learn to support someone struggling with their mental health through this online course created by Jack.org in partnership with Born This Way Foundation.

jack.org **BORN THIS WAY/
FOUNDATION**

Get Started



My AwesomeAF **Healthy Boundary** Handbook

wisdom, context, conversation
frameworks + tools for people-
pleasers + joy seekers

created with **love** by
Nina L. Kovner, Passion Squared



The **Awesome** Team Handbook Template

PassionSquared.



Leadership + Workforce Resources

Communication Skills Training

Using the format of Conversation Frameworks from My AwesomeAF Healthy Boundary Handbook, come up with your real-life conversations and scenarios, and do hands-on role-playing on how to communicate IRL

If you need support with this, we can help!



Beauty

Scalp Care

The skinification of everything continues

Shorter Hair, Nails, Lashes?

We've been here before

Hybrid Benefits

Doing more with less

Nostalgia + Self-Expression

Every day is throwback Thursday

Convergence of Beauty and Wellness

The wellness macro trend is not slowing down



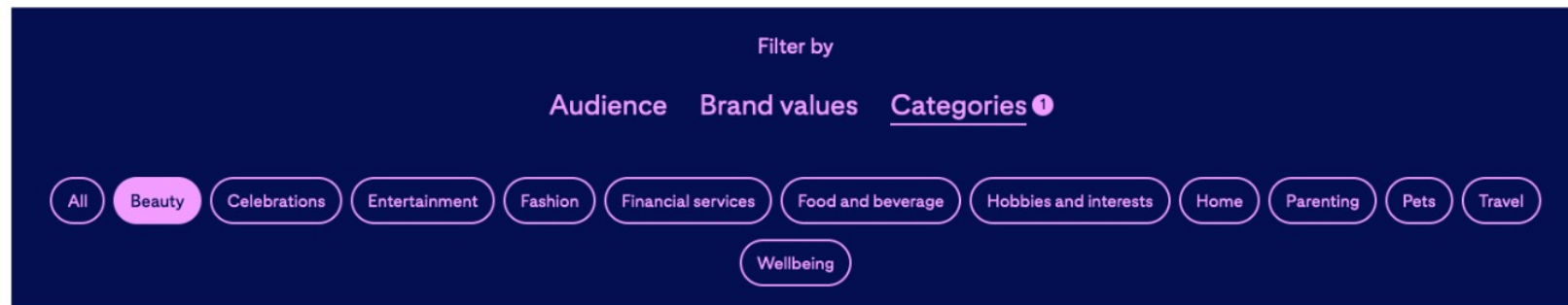
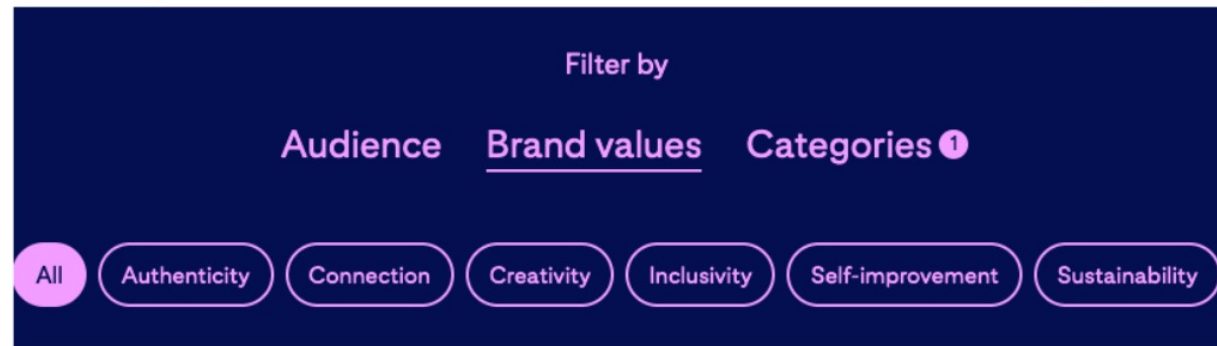
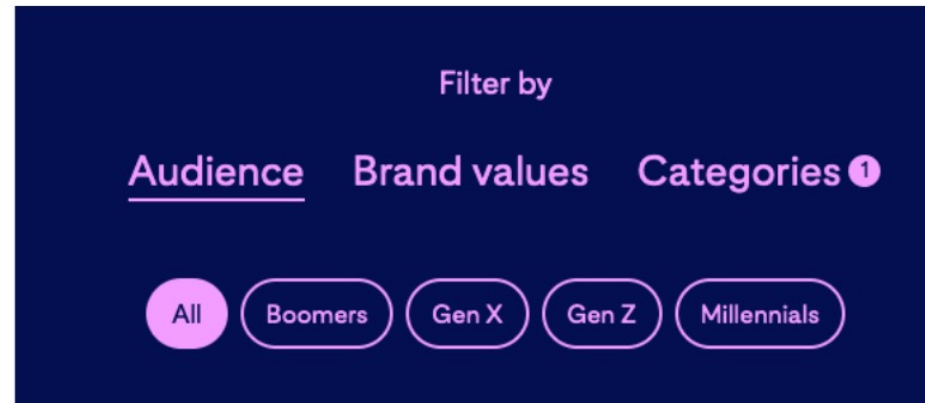
Pinterest Predicts

Before you see it everywhere, see it here.

People use Pinterest to plan for the future. That means we know what's next. In fact, for the last three years, 80% of our report predictions came true.¹ This isn't another year-end trend report. This is a not-yet-trending report—a window into the future, from the place where people go to plan it. Let's look forward to 2023. This is Pinterest Predicts.

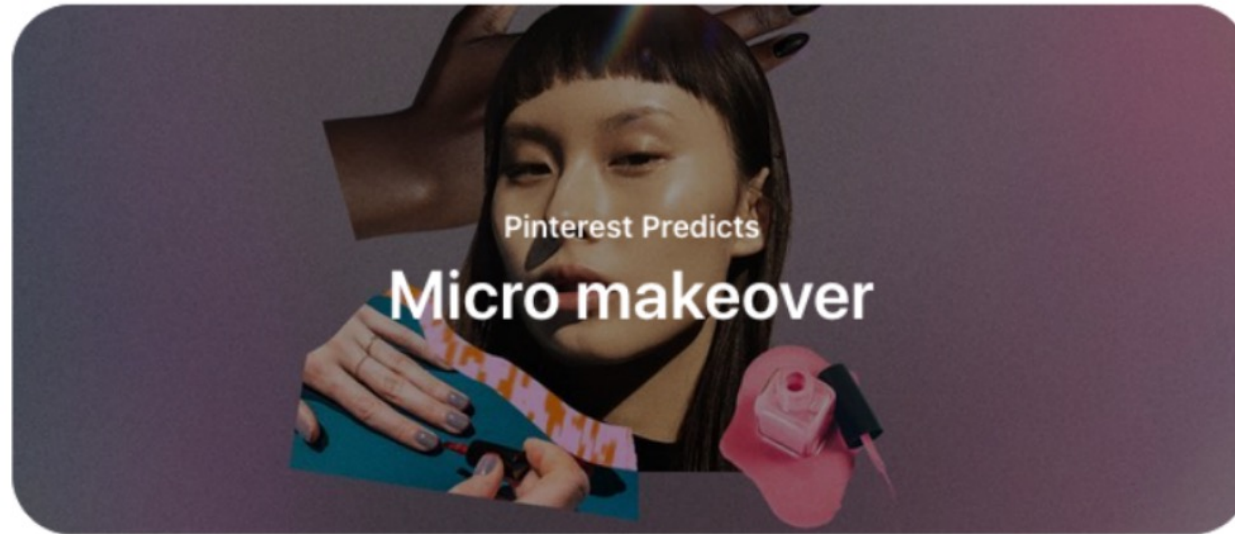
Source: <https://business.pinterest.com/en-us/pinterest-predicts/>





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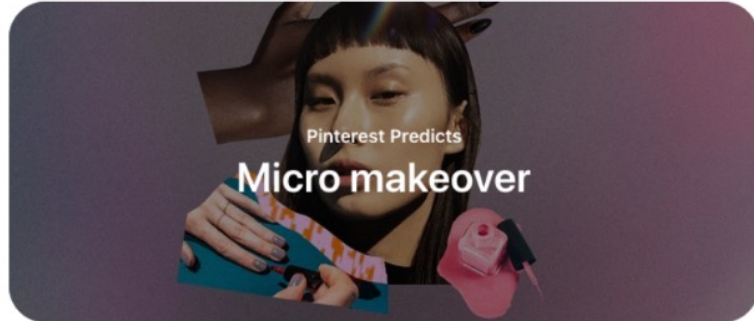
Beauty



Chop, chop, people! From micro manis to barely-there bobs, this year's beauty looks will cut above the rest. People will trade in their long, coffin-shaped nails for short french manis. They'll opt for short braids and chopped bangs instead of long, luscious locks. In 2023, small beauty gets its big break. Farewell, so long.

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Optimizing The Trend

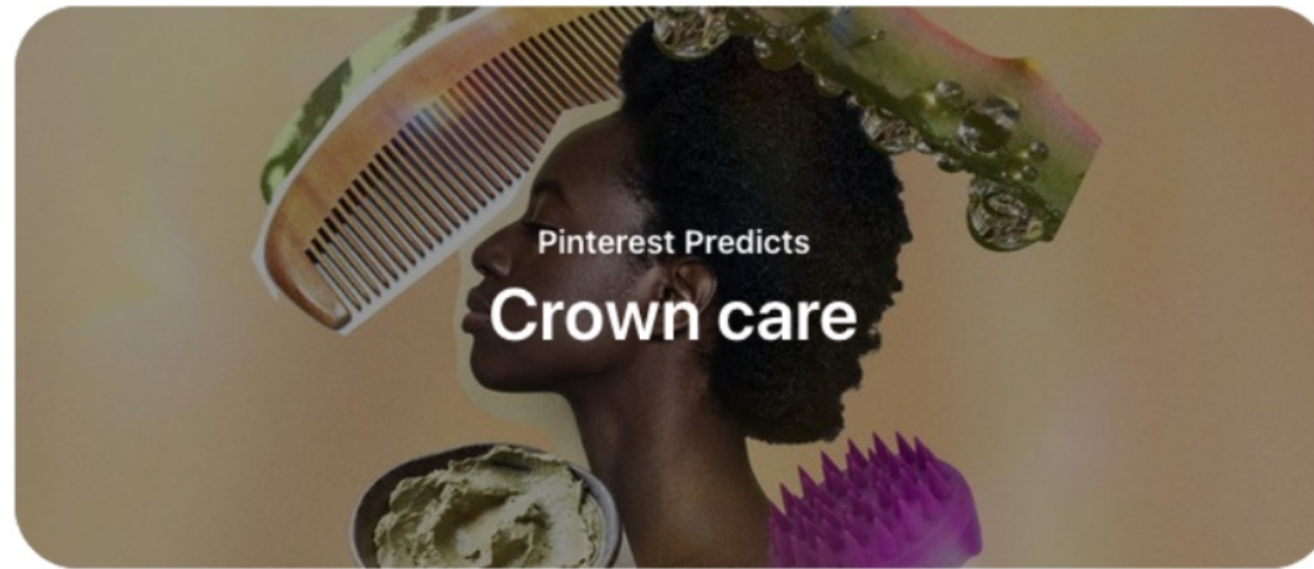
Re-evaluate frequency of visit

Maintenance matters

Versatility solutions

New home care solutions

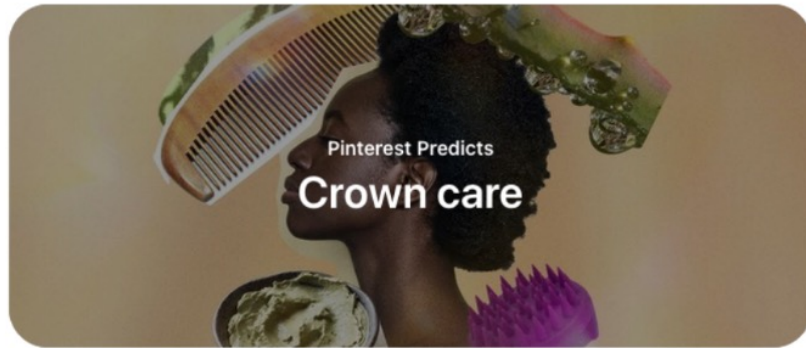
Check your menus and marketing



If you want to get a head start on hair care in 2023, go back to your roots. "Skinification," or a focus on the scalp and crown of your hair, will come into focus this year. People are looking for extra care for the scalp, like "scalp treatment" and "clean scalp" ideas. This is your chance at a root revival. Now, who wants a scalp massage?

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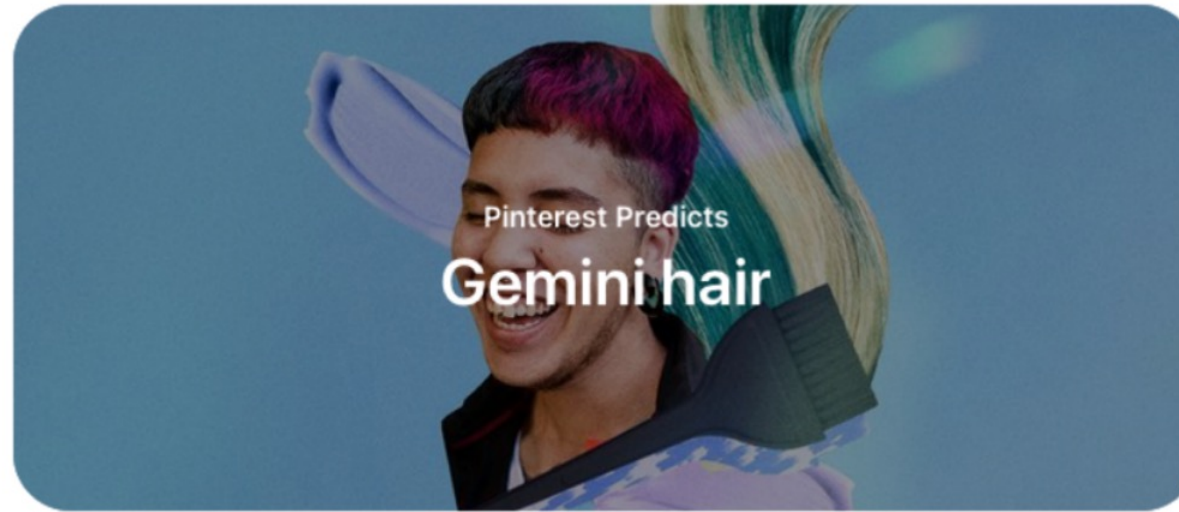
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Optimizing The Trend

Get serious about scalp care services and solutions

Scalp care and hair loss can be related, know your clients problems and create solutions that are aligned with your brand

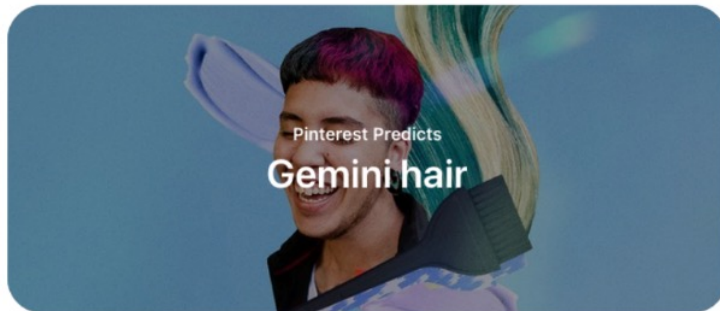
Check your menus and marketing



Geminis don't have to choose—your hair shouldn't have to either. In 2023, two-toned tresses will take off more than ever. People are behind this rising trend in hair color that mixes natural hues with bright purples, blues and pinks: "blue and black braids" and "lavender and blonde hair" are on the up. Two is always better than one, just ask the Gemini in your life.

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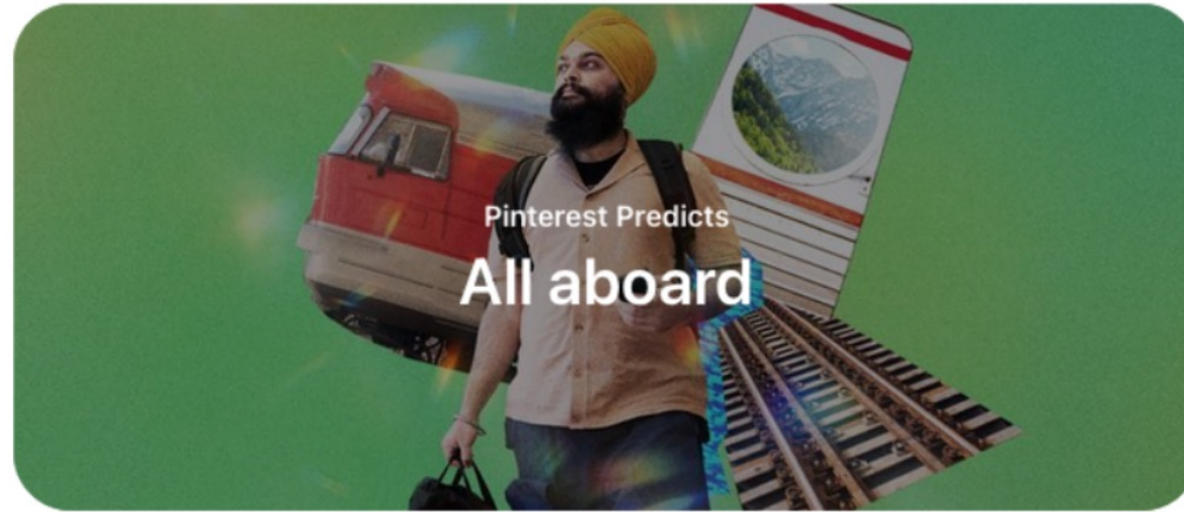
Check your skill set

Check your menus and marketing

Think about this trend less literally, and more about versatility, authenticity and your client's desire for self-expression



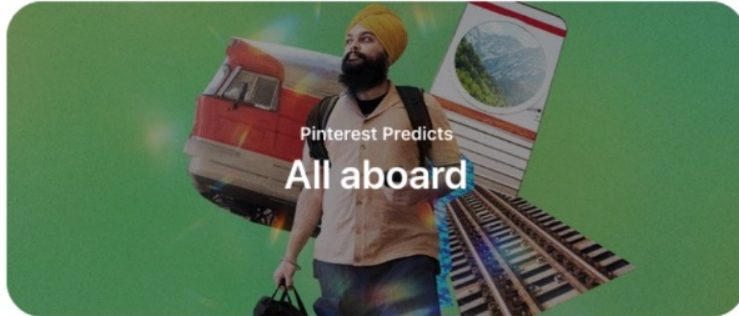
Lifestyle



More sustainable travel? That tracks. In 2023, train travel will make a major comeback. Thanks to quicker boarding, extra legroom, scenic views and a lower carbon footprint people will find a renewed love for this timeless mode of transportation. Trends like Europe interrailing, train quotes and train travel aesthetic are trending way up.

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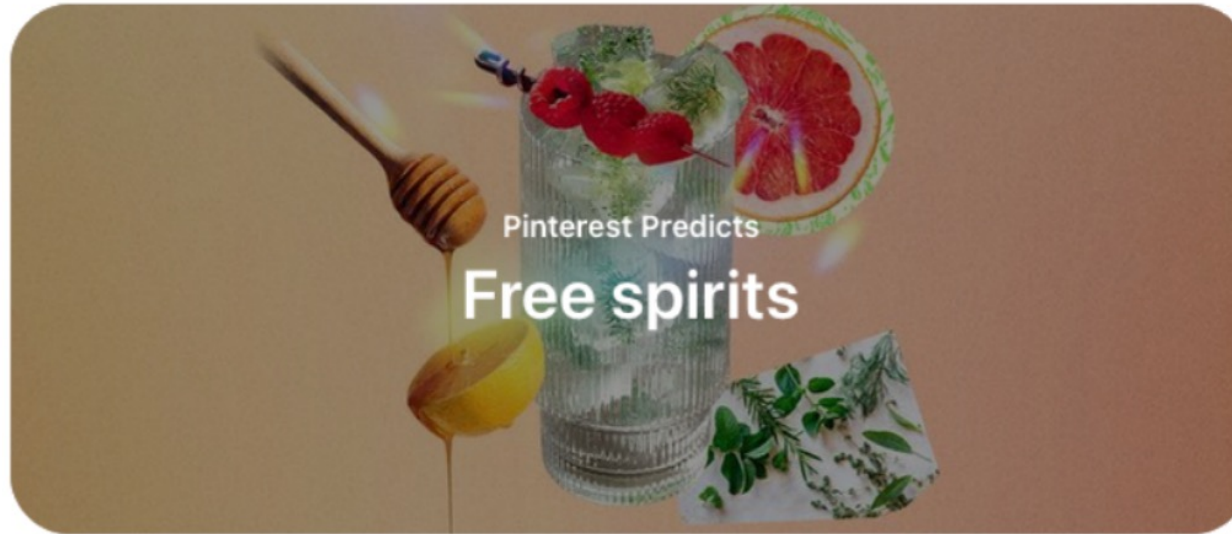
Optimizing The Trend

While trains may be in, consider travel in general and how you can assist your clients in their adventures

Travel style

Travel maintenance

Travel sizes

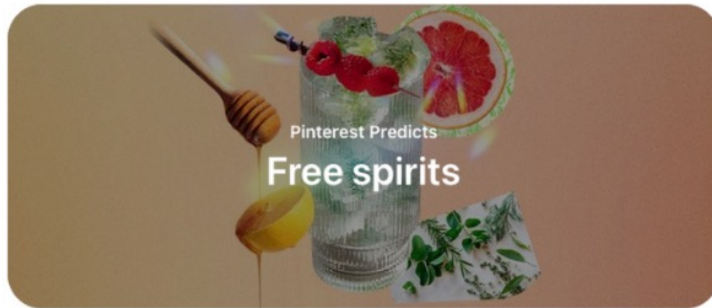


January 15, 2023

Enough with the drinking judgement. Sometimes people want to drink, sometimes they don't, sometimes they only want to drink a little—it's not that complicated. This year, people will be demanding mocktails, cocktails and low ABV options for all. Now that's refreshing.

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Optimizing The Trend

Check those beverage menus

Consider this trend when planning events

Lifestyle



Boring homes, be gone. In 2023, people will make room for weirdcore design, mushroom decor and fantasy art in their sacred spaces.

Source: <https://business.pinterest.com/en-us/pinterest-predicts/>

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Optimizing The Trend

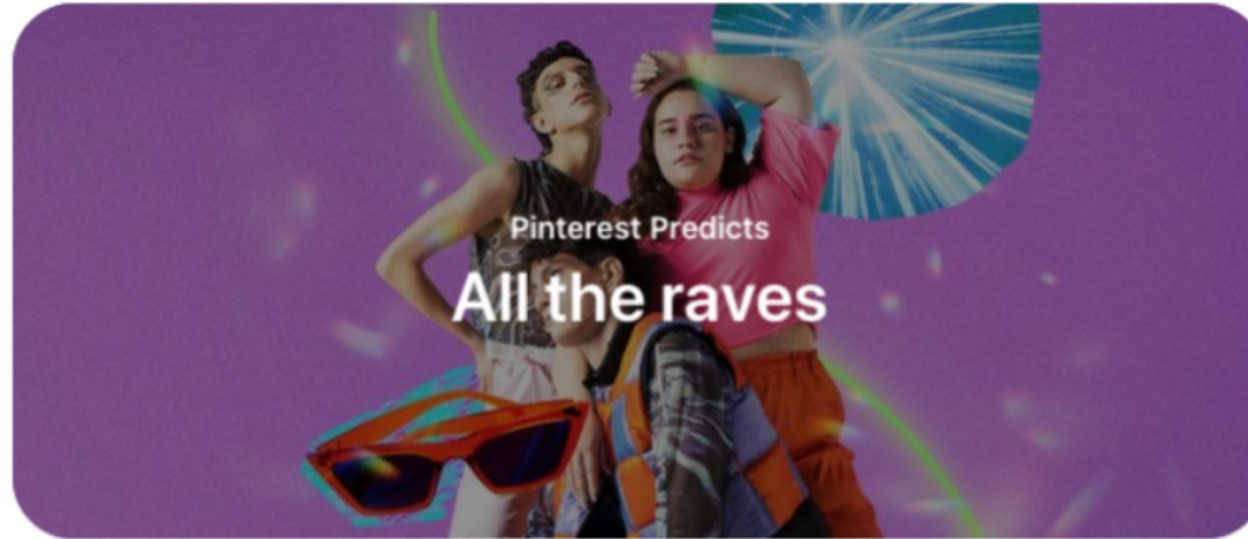
Think beyond decor and into mushroom vibes

Mushroom powders, products, and potions have been trending for a while now

Micro-dosing is only going to get bigger

Psilocybin treatment for mental health will keep progressing

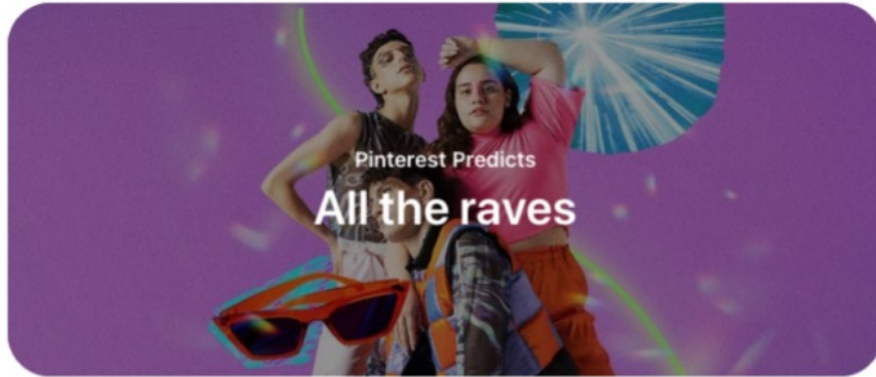
Lifestyle



Rave culture will reign in the year ahead. As everyone begins to recover from over two years in lockdown, they'll take over nightclubs, warehouses and house parties all over the globe. Techno style, rave fashion and house music outfits are all trending up.

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Optimizing The Trend

The roaring 2023's are here

This ties to fashion, hair, travel, time off



Sorry kids, Nana's got plans. In 2023, people will plan epic bashes for major milestones, from 100th birthday parties to 50th anniversaries. And Oldbashes are way bigger than Bingo—look no further than jubilee cakes and thoughtfully decorated cookies. You know what they'll say: more years, more reasons to party.

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Lifestyle



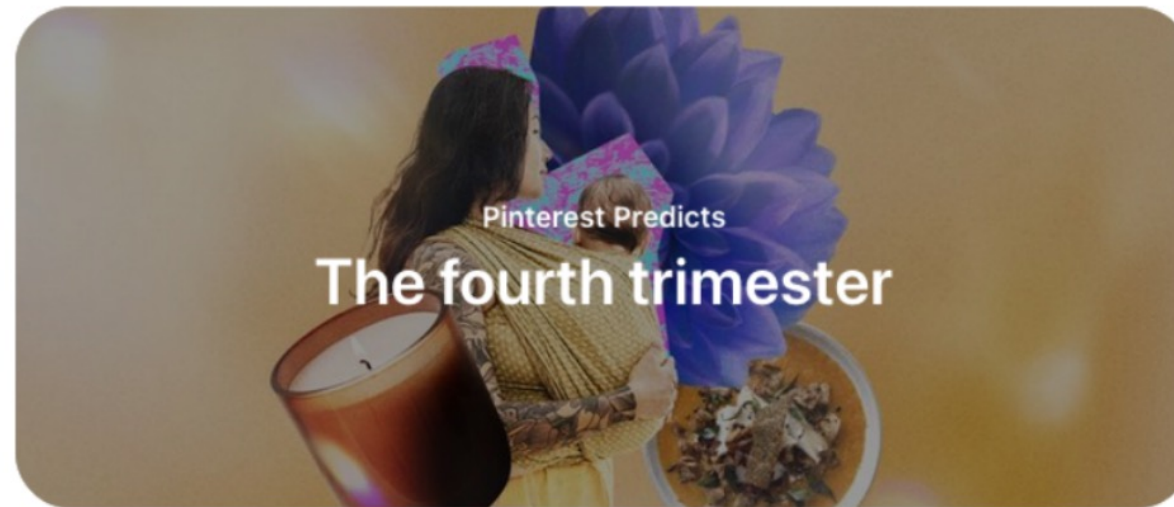
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Optimizing The Trend

How can you help your YOLO clients celebrate?

Photoshoot support, party prep, a night in at the salon...

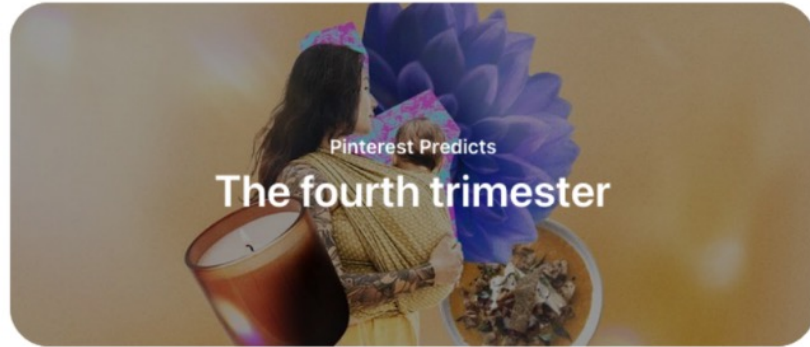
Lifestyle



People may use social media to post their bump pics prepartum, but they're increasingly coming to Pinterest for their postpartum needs. This year, people are seeking ways to support birthing parents during that famous fourth trimester—searching for everything from postpartum meals to gifts and essentials.

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Lifestyle



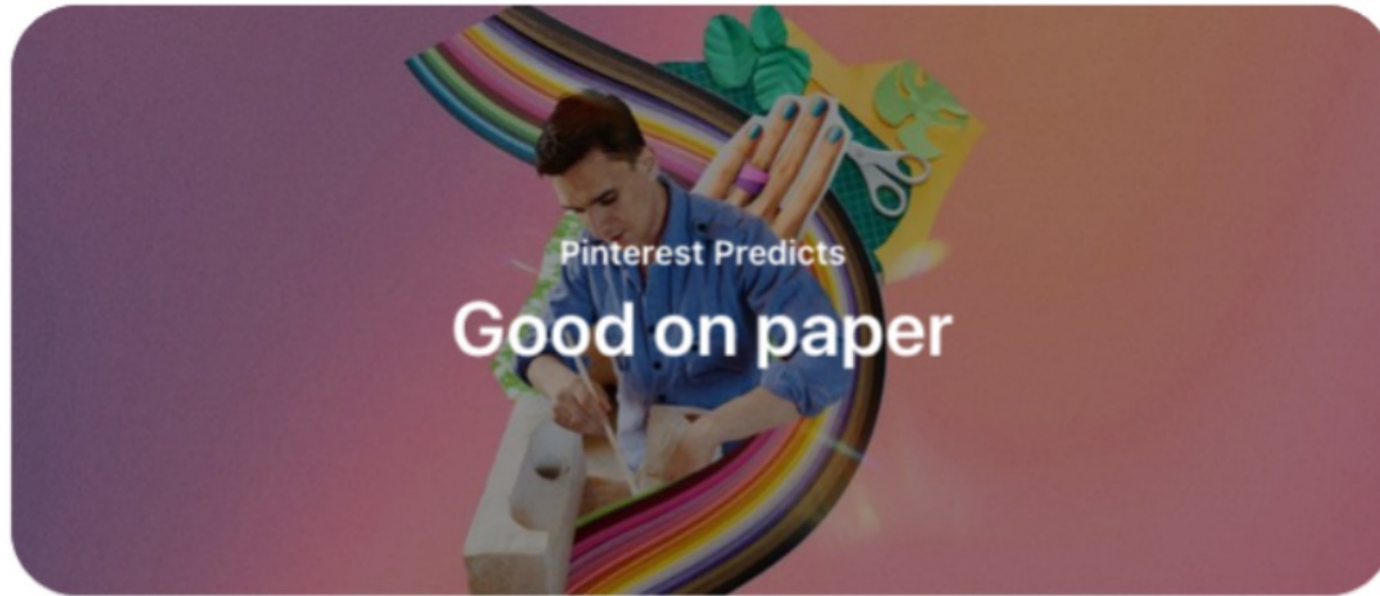
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Optimizing The Trend

What are your client's postpartum problems and how can you create solutions for them?

Think hair, skin, nails, schedules...

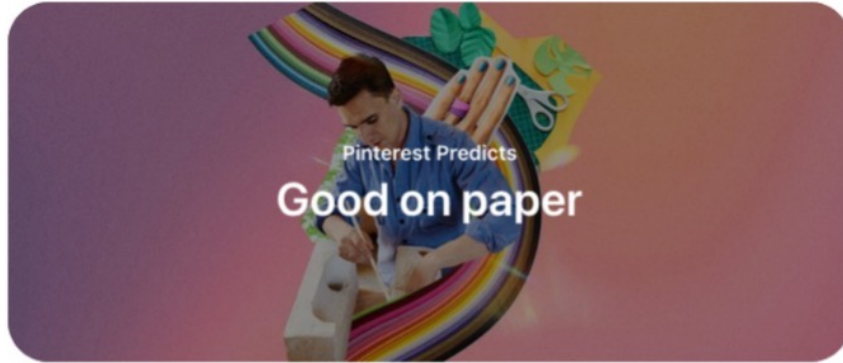
Lifestyle



Analog hobbies: so in right now. Paper crafts will make a comeback this year as folks turn to quilling, origami and paper art to satisfy their crafty cravings.

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Optimizing The Trend

Nostalgia and tech burnout converge

Craft nights, handwritten thank you notes

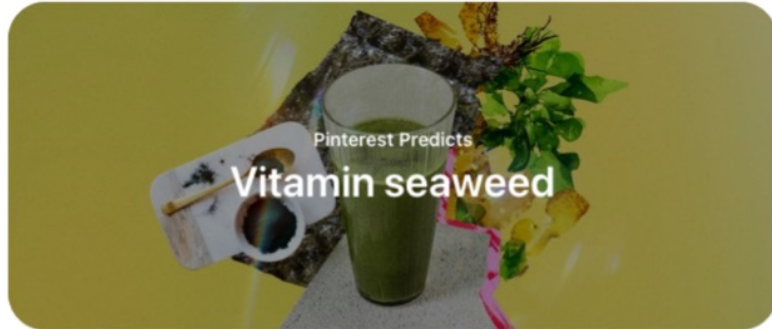
Wellness



In 2023, the hottest superfoods will be from the *sea*. A long-standing staple in Asian cultures, ocean-based foods and minerals are growing in popularity with people over the globe thanks to their much needed health benefits. Everything from green algae and nori to seaweed snacks are trending up.

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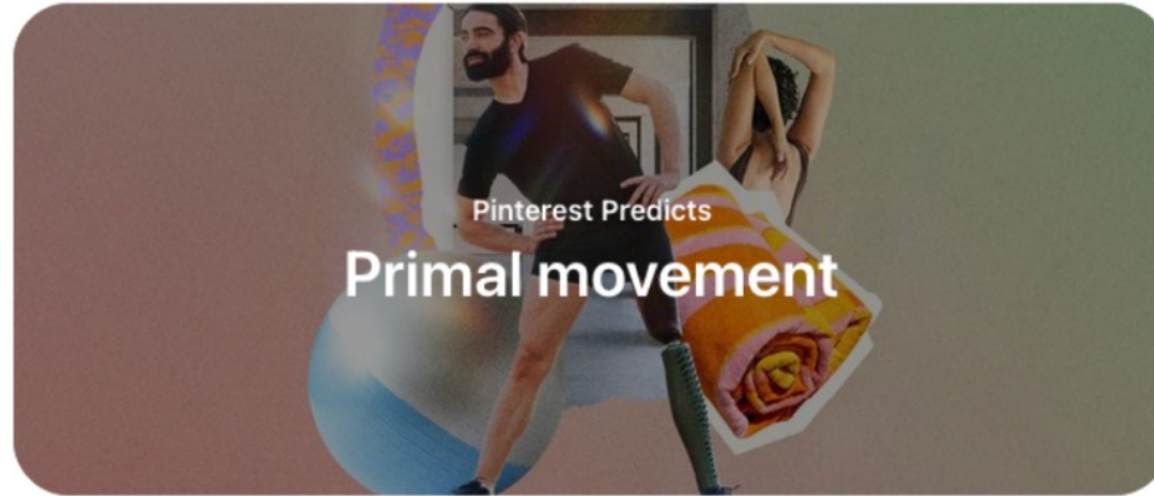
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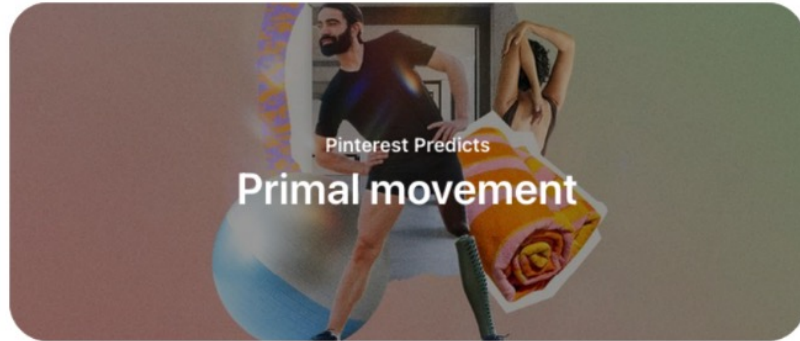
Seaweed scalp treatments, seaweed masks, seaweed scrubs, drinks, snacks...



In 2023, people will trade their screens for stretches and their desks for hip dips. These primitive, anti-tech workouts invite people to put down their phones and prioritize posture. People are driving this trend up, with searches like "primal movement" and "neck hump exercises" jumping this coming year.

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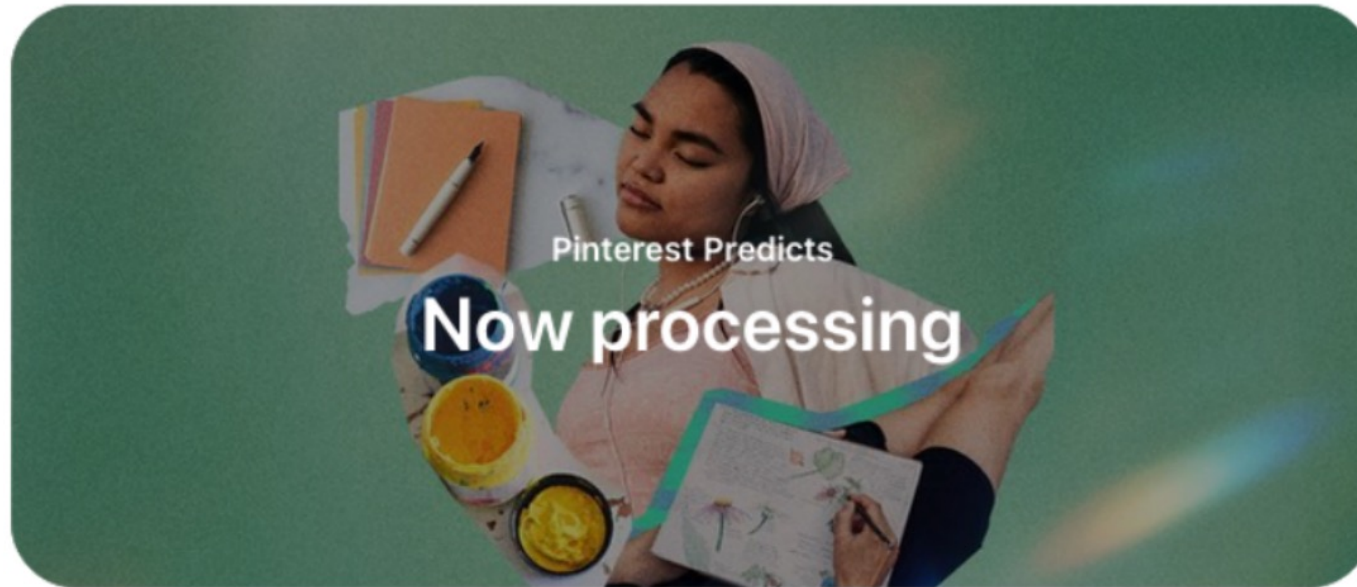
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Optimizing The Trend

Optimizing movement and body wellness through alternatives to sitting, creating more conformable, ergonomic spaces

The trend also speaks to tech burn-out

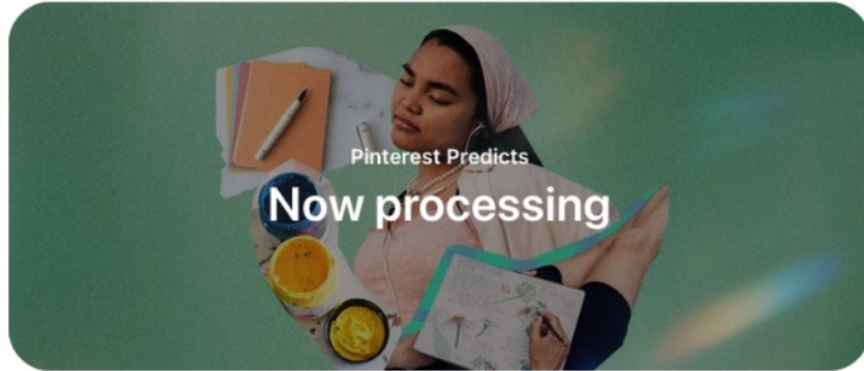
Wellness



More ways to feel your feels in 2023. Alternatives to talk therapy are on the rise—like expressive art and music therapy—as well as art journaling. People are seeking new, creative ways to work on themselves.

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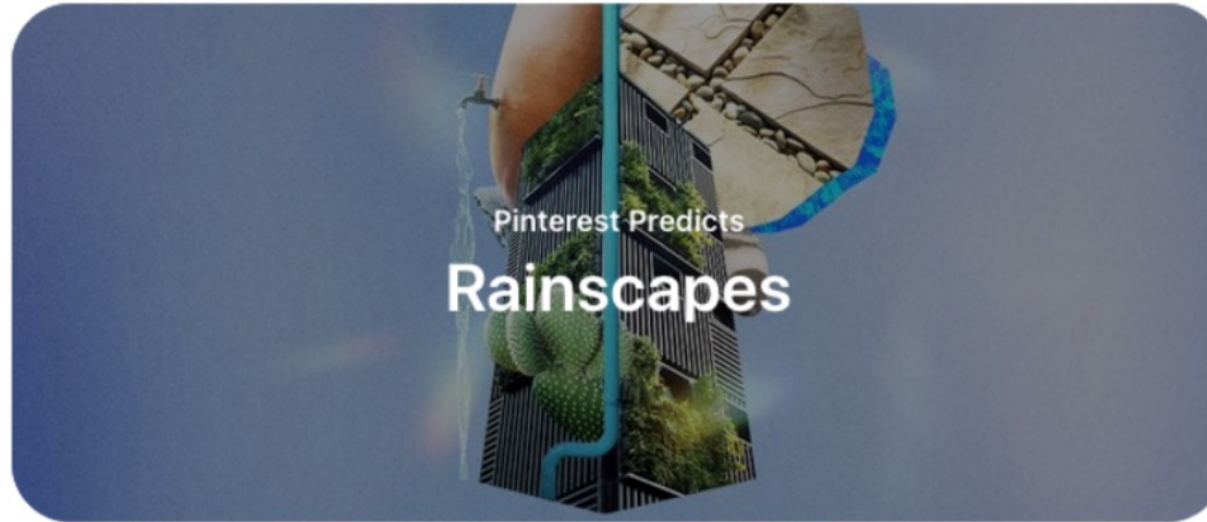
Processing is IN, YAY!

Journals, dialogue with clients and teams

Infuse art and music into team gatherings

Engage the experts

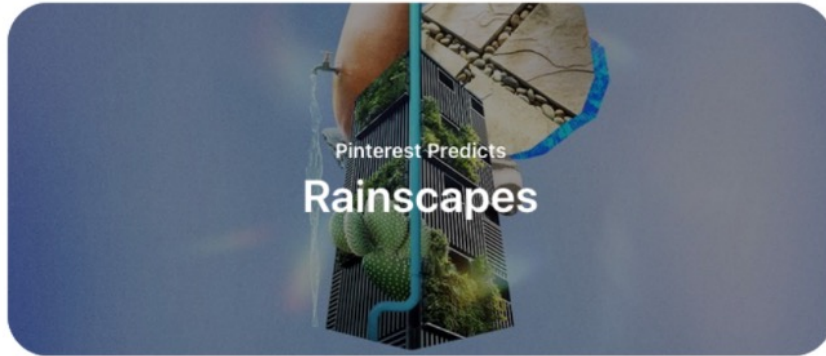
Sustainability



Green living has flourished, but in 2023 people will take water conservation to new heights. And this doesn't just apply to drought-stricken environments: people all over the globe are looking to invest in rainwater harvesting, rain barrels and drought-tolerant landscaping for natural ways to make their homes more sustainable.

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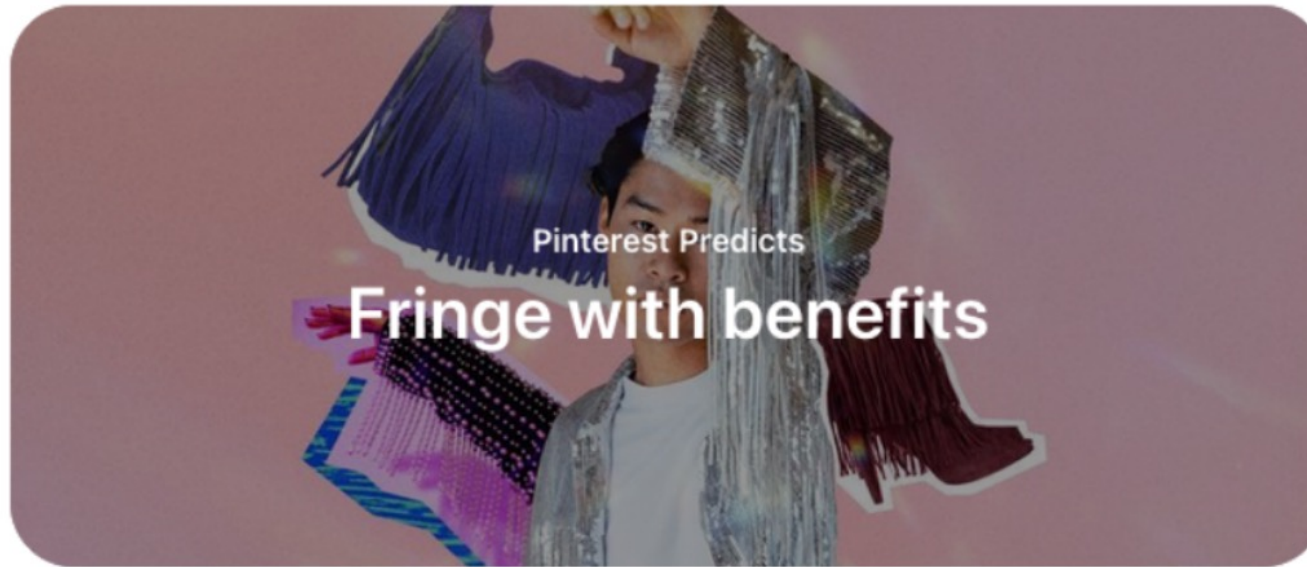
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Optimizing The Trend

Transparency around your sustainability

Saving water experiences

Green Circle type partnerships



Fringe will make a major comeback in 2023—and not in the ways you might expect. People will trade in their typical tassels for free-swinging fringed outfits, dresses and jackets. And for the unconventional bride: fringe wedding dresses are trending up.

Source: <https://business.pinterest.com/en-us/pinterest-predicts/>

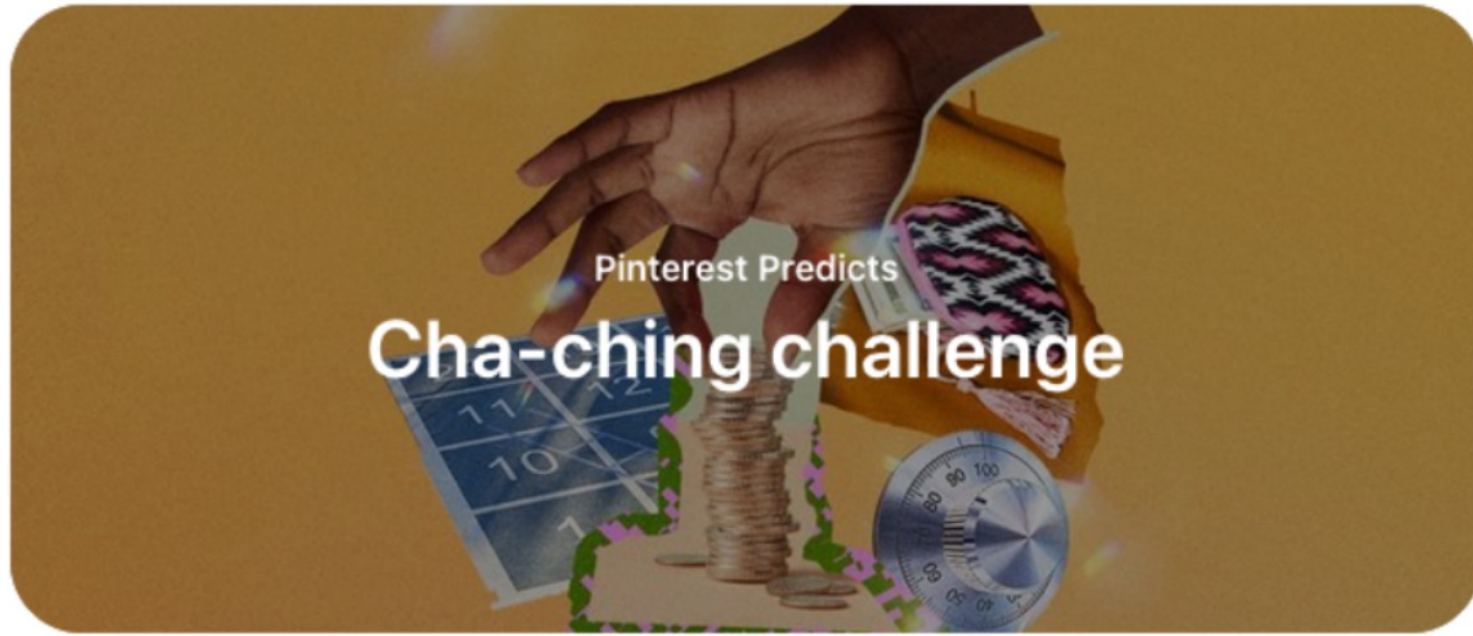
Fashion



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Optimizing The Trend

The 70's, 80's, 90's revival continues



Finance, but make it fun. This year, people will seek out new ways to gamify their finances, searching for budget challenges and saving games.

Source: <https://business.pinterest.com/en-us/pinterest-predicts/>

Finance



Finance, but make it fun. This year, people will seek out new ways to gamify their finances, searching for budget challenges and saving games.

Optimizing The Trend

Price transparency

Compensation transparency

Cost transparency

Bring in the experts for budgeting support

Marketing

Elevating the experience in small ways, with a big impact

Focusing on the fundamentals and what your clients (team, tenants) value in their experience

Trust, care, VALUE

Relationships, lifetime client (team, tenant) value

Solutions, Solutions, Solutions

Your folks need you to help solve their problems



Marketing **Solutions**

- ➡ **Caring** can look like tapping into 'lapsed client report' and consistent outreach, focusing on client problems, and introducing new solutions, post-experience follow-up, thank you notes
- ➡ **Trust** can look like clear communication, price transparency, consistency of experience
- ➡ **Value** can look like elevating the client experience based on what they value, focusing on value-added services and products, doing less with more, same-day pick-up or appointments, and maintenance packages

Marketing **Solutions**







Marketing Resources

Organizing Your Online and Offline Marketing Workshop



Marketing is storytelling.
Marketing is problem-solving.
Marketing is value-creating.
Marketing is connection.
Marketing is communications.
Marketing is building relationships.



what you will learn

Provide organizational frameworks and tools to help you find clarity to better focus on your objectives and outcomes and feel more focused and less overwhelmed.

workshop materials

Workshop PDF, Creating Awesome Playbook and Marketing Calendar, Promotion Planner template

Offline Marketing: Products, Partnerships, Programs, + Promotions Workshop



what you will learn

Insights, ideas, and frameworks to help you make more aligned decisions and achieve your business objectives through offline marketing

workshop materials

Workshop PDF, Offline Marketing Framework, Promotion Planner, Awesome Client Journey Template, Brand Story Worksheet, Creating Awesome Playbook

Client, Team, Tenant Agreements Workshop



what you will learn

Provide frameworks and processes to ensure your agreements are aligned with your brand, vision, and values along with simplifying your communications

workshop materials

Workshop PDF, Team Handbook Template, My AwesomeAF Healthy Boundary Handbook, Awesome Agreements Frameworks

Marketing Resources

Brand Storytelling: Your Content Is Your Marketing	
	
what you will learn Provide insights and clarity into the alignment of brand storytelling and online and offline content including client + team agreements and more to help simplify your process.	
workshop materials Workshop PDF, Awesome Client Agreements Framework, Brand Story Framework, Brand Content Framework, Decision Making Framework, Awesome Team Handbook Template	

Creating + Executing A Marketing Plan	
	
what you will learn The what, why & how, frameworks, systems, and processes to help reduce your overwhelm and increase your clarity, focus, and execution of your visions + plans.	
workshop materials Workshop PDF, Creating Awesome Playbook PDF, Plan Frameworks	



Creative Ways To Add Experiences + Revenue With Your Brand

Workshop

Social + Digital

The Awesome Client Journey

Make sure your journeys are super simple and seamless

Short Form Video, Video, Video

Less perfection, more value

Authenticity, Alignment, Access

Keep it 100%, in alignment with YOUR brand

Relevant, Solution Based Content

Focus on the problems YOU are solving, not what everyone else is doing

AI

Part hype, part potential



Let's Talk About **AI**

What is AI?

Artificial intelligence leverages computers and machines to mimic the problem-solving and decision-making capabilities of the human mind.

How Is It Relevant for You?

Communication support, idea research, writing newsletters, blogs, and social captions

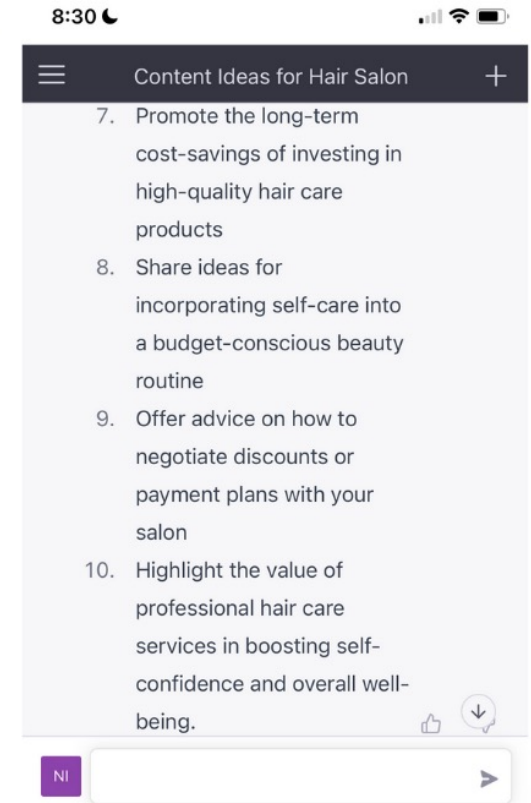
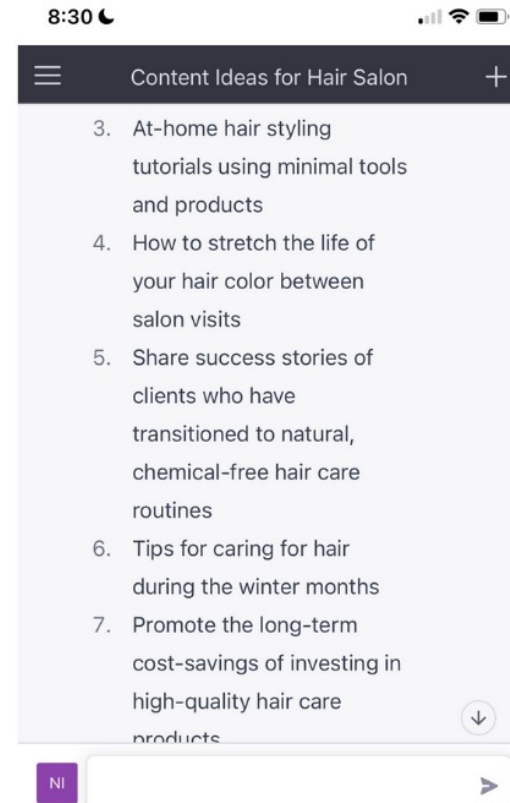
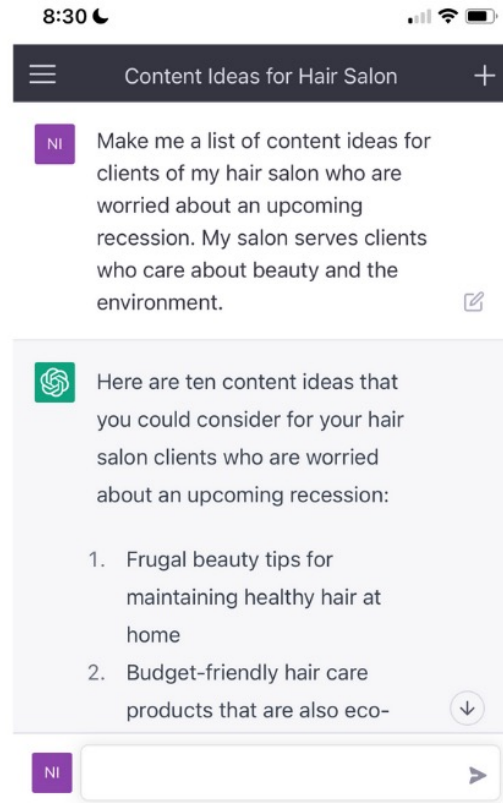
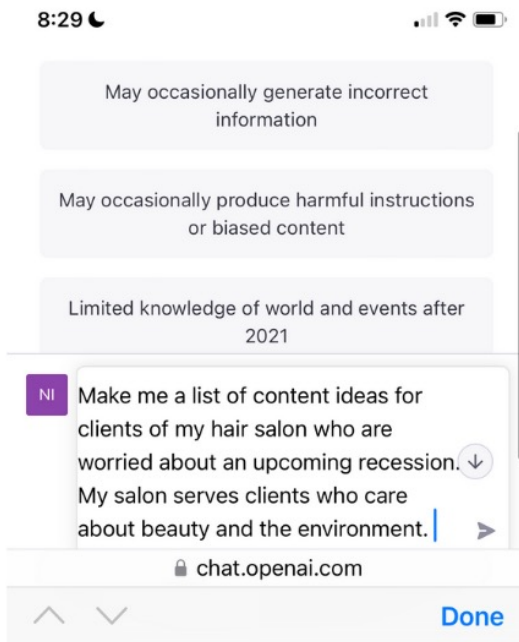
CONTEXT

It's still a robot, very imperfect, and will not always align with your brand vision, values, voice, and vibe.



Let's Talk About AI

ChatGPT example



Social + Digital Solutions

- ➡ **Get clear on your brand, remember, your content is your marketing**
- ➡ **Be where your current and future clients, team, and tenants are**
- ➡ **Focus on storytelling, relevance, solutions, authenticity**
- ➡ **Make a plan, and also, just create!**

Social + Digital **Solutions**







Social + Digital Resources

Social + Digital Media Marketing Strategy Framework Workbook



what you will learn

Through having clear Frameworks and an understanding of each platform, you will be able to better decide the most aligned social and digital strategy for your brand, business objectives, and desired outcomes.

Thoroughly vetted resources and A School Workshops to learn more about each individual platform and process.

The Awesome Client Journey Online and Off Workshop



what you will learn

Provide insights, systems and tools to ensure your online and offline client care and communications are aligned with your brand purpose, promise and people.

workshop materials

Workshop PDF, Awesome Client Journey Maps



Social + Digital Resources

Social + Digital Content Creation Workshop	
	
what you will learn content strategy, categories, storyboarding, design, tools and resources	
workshop materials presentation PDF, storyboard template	

Wellbeing

Stress Reduction

How can your brand help reduce the stress of those you serve

Whole Person Care

How does your brand approach overall wellness

Expand Access and Resources

What wellbeing resources are available to your clients, team, tenants



Wellbeing **Solutions**



Stress Reduction

Simplify whatever can be simplified; contacting the business, agreements, booking, schedules, communication, experience



Whole Person Care

Remember "It was never about the hair"

Bringing in local practitioners for clients, teams, tenants



Expand Access and Resources

Consider creating a space for access and resources to mental wellness, health, movement



Wellbeing **Solutions**







Wellbeing **Resources**

**Local fitness and
wellness folks**

**Local art and crafts
folks**

**Meditation app
subscriptions**

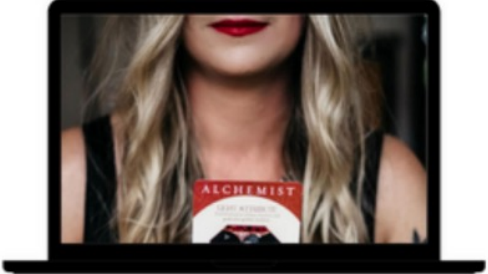
**Be There
Certificate**

Learn to support someone struggling with their mental health through this online course created by Jack.org in partnership with Born This Way Foundation.

jack.org **BORN THIS WAY/
FOUNDATION**

[Get Started](#)



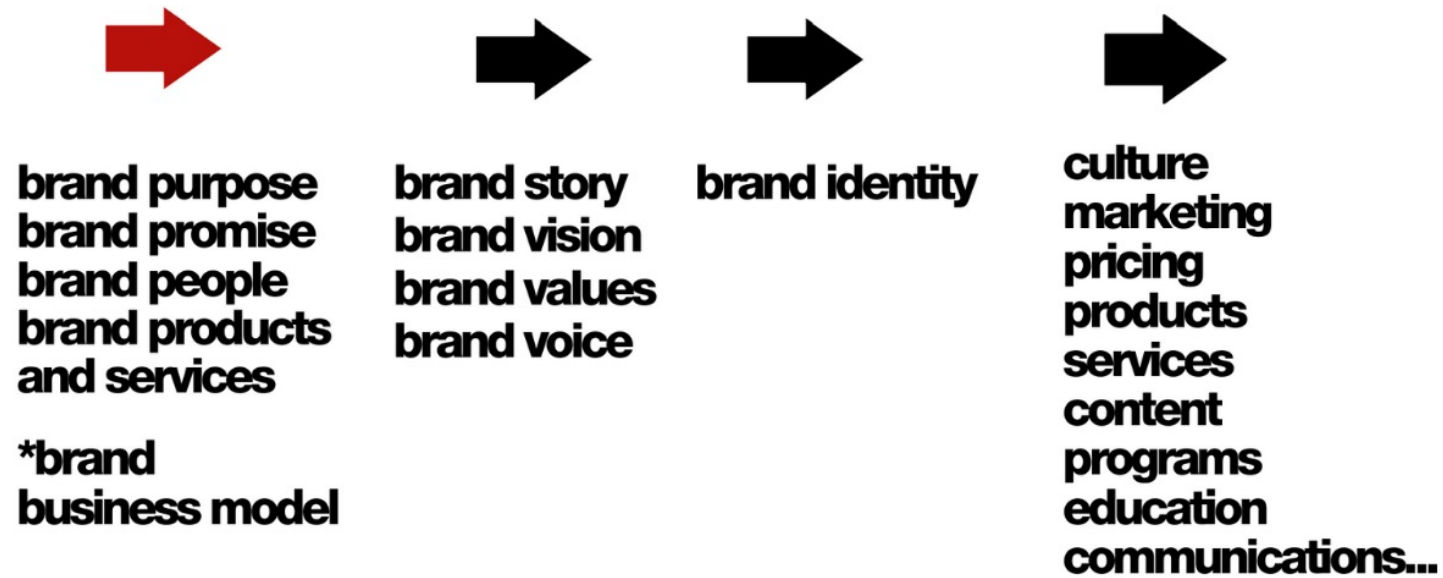
Healing Breathwork Workshop	
	
what you will learn The healing power of breathwork, letting go, going deep + finding peace in healing led by the amazing Alicia Brown	
workshop materials Blanket, pillow, notebook, pen/pencil, tissue, candle, quiet + safe space, open heart + mind	

Aligning With The Trends + Outlooks



Your Brand

Brand Storytelling Framework



Brand Story Worksheet

Brand Purpose

Answer these questions:

1. What problem are you solving?
2. Why does your brand exist?
3. What are your values?
4. What do you believe in?
5. Why would I want to choose your brand?

Tip:

Ask your clients why they chose your brand.

Ask your clients what they love most about the experience you deliver.

Think about WHY you chose to create this brand? Get specific.

Brand purpose is about the client, not about YOU.

Your Brand

Brand Story Worksheet

Brand Promise

Answer these questions:

1. What does your experience look and feel like?
2. How do you solve the problems of your people?
3. What is the expectation you are setting for your experience?
4. How do you want your clients to feel?
5. What do you want your clients to say about your experience?

Tip:

Ask your clients how they feel when they are engaging with your brand. Ask your clients what they value and care about.

Your Brand

Brand Story Worksheet

Brand People

Answer these questions:

1. Who are you solving problems for?
2. What do they value and believe?
3. What do they care about?
4. What is their energy and vibe?
5. Where do they hang out?

Tip:

Think about who your dream client is.

Think about what their vibe is.

Think about what visions and values you and your dream client share.

Your Brand

Brand Story Worksheet

Brand Product/Service

Answer these questions:

1. How do the products we offer align with our brand and solve the problems of our people?
2. How do the services we offer align with our brand and solve the problems of our people?
3. What other products and services could I offer that better solve the problems of our people?

Tip:

If you find your products and services are not aligned with your brand, make a plan to create ones that are.

Your Brand Plan

	2022 Review + 2023 Planning Workshop	
		
what you will learn Processes and frameworks to most effectively review your current year's business and create plans which will help you focus and make more aligned, strategic decisions for the coming year.		
workshop materials Workshop PDF, Review and Planning Worksheets, Love Letters To Me, Stop Doing List, 2023 Visioner, Creating Awesome Playbook, My AwesomeAF Healthy Boundary Handbook		

Your Brand Plan

Leadership, Brand + Boundaries in 2022 and Beyond Workshop	
	
what you will learn Provide context and clarity around the connection of these three foundations of business, a fresh perspective as it relates to both world shifts and generational trends	
workshop materials Part 1 + 2 workshop videos, workshop PDF, issue processing worksheet	

Leadership, Brand + Boundaries in 2022 and Beyond Workshop	
	
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Which trends and outlooks will you consider for your business, brand, and life in 2023?

Economic

Leadership +Workforce

Beauty

Marketing

Social + Digital

Wellbeing



Next Steps



- ➡ **Identify which trends and outlooks are relevant to your brand**
- ➡ **Audit your brand experience, awesome client journey, plans**
- ➡ **Engage your team/tenants for creative solutions if applicable**
- ➡ **Survey your clients to see what they care about and value**
- ➡ **Make the adjustments you believe fit your brand**
- ➡ **Tap into your resources**

2023 Business, Brand, Life Trends + Outlooks Workshop



Purpose + Outcome

The world changes, and sometimes those changes can have an impact on your business, brand, leadership, and life. We will walk through some relevant macro and micro trends to look at along with some ways they may impact you in 2023. You will leave this Workshop with more clarity, and focus and be empowered to make more aligned decisions for your business, brand, and life.