

Appendix D: Supervision Training Brand Essence

For Supervision Training Providers

The 2016 Ad Hoc Committee on Supervision Training used its knowledge of the power of supervision training as well as their deep insights about the target audience to develop a couple of tools that should help you market your offerings in a compelling way. Below are brief descriptions of the purpose of each tool.

Positioning Statement

The positioning statement reflects sound strategy thinking and will provide guidance as you develop all the elements of your marketing mix. Although the positioning statement is not advertising copy and should not be treated as such, it provides a foundation for developing clear, focused, and consistent messages that will resonate with the target audience.

Brand Essence


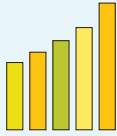



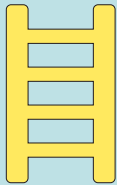
The Brand Essence is a framework that shows the thinking behind the elements that are incorporated into the positioning statement. The framework shows the bridge between offerings in supervision training and the intended target audience. By starting with the target audience's relevant needs, motivations, and core values, we were able to discern the role that supervision training could play in meeting their needs and expectations. This process was foundational to translating product features into audience-relevant benefits.

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SUPERVISION TRAINING BRAND ESSENCE

My Core Value	 <p>I want to pay it forward and do as others have done for me. It's my turn. I'm responsible for the future of the profession. Practice under the guidance of experts is how everyone learns; it's critical to the vibrancy of our profession.</p>		
I Need or I Am Motivated By	<p>I'm committed to supporting the growth and vitality of the profession. I need to equip future professionals to provide the highest quality service to people with communication disorders.</p> 	<p>I want the best information. I need practical, applicable information about supervision that is grounded in evidence.</p> 	<p>I need to build my professional relationship with my students so I can effectively guide, inspire, exchange ideas, and mentor.</p>  <p>I care deeply about those I serve. I need to ensure the success of those I serve while also supporting the growth of the students I supervise.</p> 
Role of Supervision Training	 <p>Supervision training provides you with methods and support for doing your part to continue the vibrancy of the profession through excellence in supervision. We provide guidance for how to prepare future professionals in the most effective manner possible and to ensure that you have the knowledge and skills you need to excel as a clinical educator, preceptor, mentor, or supervisor.</p>		
Benefits of Supervision Training	<p>Mastery of the Supervisory Process Supervision training helps you learn and apply models for effective supervision based on best practices in the field and research on adult learning styles through courses, programs, publications, and web-based tools.</p>	<p>Relationship and Communication Skills Development Supervision training provides you with methods for building cultural competence, for responding to different communication styles, and for developing supportive, trusting relationships with supervisees.</p>	<p>Ongoing Support as You Supervise Supervision training connects you to mentors and experts in supervision who can provide practical information on how you balance it all—i.e., how you contribute to the continued growth of the profession through top-notch supervision and handle your day-to-day responsibilities.</p>

POSITIONING STATEMENT

TARGET (who uses this brand)	<p>For audiologists and speech-language pathologists, who want to do their part to continue the growth and vibrancy of the profession through excellence in supervision,</p>
FRAME OF REFERENCE (where brand fits)	<p>supervision training is the recommended method</p>
POINT OF DIFFERENCE (what sets us apart)	<p>that helps you prepare future professionals in the most effective manner possible</p>
SUPPORT (why it's believable)	<p>because it ensures that you have support and a distinct set of supervisory knowledge and skills that are practical, applicable, and grounded in evidence.</p>

