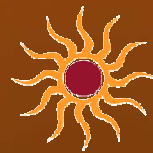


Building Brand

INTERNATIONAL SCHOOL FOR HOLISTIC LEARNING



Vidya Sanskar

<http://www.vidyasanskar.com>

Understanding: Perception and Images

- **What words popup into your mind, when we say Vidya Sanskar?**

Two other important words for next 10 minutes are
Reputation and Brand

Branding: What, Why and How

- **To determine essence of institution and communicating it**
- **Establish a distinct personality or reputation**
- **Talk about ourselves clearly and consistently**

Why should you mentors and teachers care?

- **Institution is because of you teachers/mentors and students**
- **More respect for institution and its education system**
- **Wider appreciation of quality of our faculty**
- **Stronger ties with students, parents and alumni**
- **Better reputation for our students, when they pass out**
- **Satisfaction of being a part of reputed institution and also satisfaction of successful students who acknowledge value of their teacher in making that difference**

What will happen if we do not develop our brand?

- **The public perception/opinion will become brand, which may be wrong**
- **We may be forced to follow their agenda which might be in conflict with our own**
- **How do we communicate our mission and establish Reputation**

We want you to be part of the solution

You can help us by:

- **Implementing our common mission**
- **Unifying our community of students, parents and staff**
- **To tell our story professionally**

Who is leading this effort?

- **Success of initiative depends on each one of us.**
- **Management is active contributor and facilitator**
- **This process is meant to be a collaborative effort of mentors, international representatives, our team members and board of directors.**

How decisions will be made?

- **Entire school community is involved in branding process – faculty, students, board of directors and other staff.**

Key Messages of Vidya Sanskar

MOST IMPORTANT

- **We are giving students an international learning experience**
- **We have a Right Thinking school with a school wide Value based education and discipline system**

What do we hope to accomplish by this drive?

- **Strong brand is essential for long term reputation**
- **Align internal and external communication objectives**
- **One Integrated plan and strategic direction**
- **Reduction of wide variety unrelated messages to parents and other**
- **Uniformity to messages outside school and gives a distinctive school character**

What have we done so far?

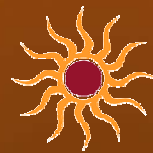
- **We are establishing standards, guidelines, systems and feedback processes**
- **Meeting our promises and commitments**
- **Working towards consistent improvement**
- **Create a Visual Identity related to brand and mission**

How to we proceed from here?

- **Promote Key Messages to students and parents**
 - We are giving students an international learning experience
 - We are a Right Thinking school with a school wide Value based education and discipline system
- **Collect more information through feedback from parents, through surveys at regular intervals – ensure total success of mentor system**
- **Improve visual identity – using school Logo, on all letters for better recognition and credibility of information**

Thank you!

Now we are open for questions...



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