

Always Ask Questions.

Do you need an objective and experienced facilitator for your next event or meeting?

Brandology principal Michel Hogan offers independent facilitation for hire services. A facilitator for over 7 years, Michel brings socratic discipline to any meeting or off site retreat, asking the necessary questions to help those involved explore issues fully and giving final outcomes greater clarity for all involved.

- Identify Vision, Mission and/or Purpose
- Explore Organisational Core Values
- Strategic Planning
- Product and Service Development
- Operational Alignment

Her insight and ability to take complex issues and help distill them down to productive and proactive steps is a valuable asset to any organisation she works with.

What Clients Are Saying

"The Colorado American Marketing Association was privileged to have Michel facilitate the strategic planning sessions for the 2006-2007 fiscal year. We held an initial session to help define where the chapter should be in the next 3-5 years as well as to identify the hurdles we had to overcome to get there. Michel led the group of 20+ board members and asked the tough questions to get the team to think from a much deeper level than we had in the past. She was instrumental in getting everyone to collaborate and work as a team to develop a comprehensive strategic plan."

Lauri Harrison
President Colorado AMA

"Michel is an engaging thinker and relentless executor whose completely fresh approach to the very notion of "Brand" is ground-breaking. Her ability to rapidly synthesize and cut through the smog is refreshing, and you want her in a meeting simply because of her courage to say "the emperor has no clothes."

Jody Lentz
Think With Your Hands

How to Contact Michel

Brandology is headquartered in Melbourne, Victoria and was founded in 2007 by Michel Hogan, the principal of Brand Alignment Group and former principal of D3 Agency – a leading brand agency in Denver, CO, USA for 10 years.

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For more information about Michel Hogan and Brandology please visit our web site – **brandology.com.au** or visit Michel's LinkedIn profile **<http://www.linkedin.com/in/michelhogan>**