5 reasons to invest in the Helder Brand Strategy Training

Subjective discussions and endless feedback loops with customers cost time, money, and energy. Clear strategic processes in branding ensure that resources are used in a focused and effective manner.
Our Brand Strategy Training uses the Helder Brand Frame® method to create a solid foundation on which brand decisions can be made more quickly and confidently—by both the creative team and customers. The Helder Brand Frame® method is used to develop a clear strategic foundation together with customers. This reduces coordination, avoids wrong decisions, and lowers project and process costs, while effectively translating the results into design, communication, and implementation.

More efficient processes

A clear strategic foundation makes design development more targeted and feedback processes significantly more effective.

Wider range

With a strategic framework, you can offer your customers a comprehensive branding package—and boost acquisition.

Competitive advantage

Your team can justify design decisions and provide long-term advice to customers on a creative and strategic level.

Better customer loyalty

From service provider to guide—this builds trust and fosters long-term customer loyalty.

Scalable quality

A shared strategic understanding makes quality reproducible—regardless of project size or team composition. Design decisions follow a clear framework rather than individual experience or gut feeling. This optimizes processes, facilitates onboarding, and ensures consistent quality.

Helder Brand Strategy Training at a glance

Where
launchlabs, Berlin

Cost
€1,499 plus VAT*
*tax deductible

Includes
1 live call
Live on-site training
Materials & toolbox
Lunch, drinks, and snacks
Community experience



Course content

Helder Brand Frame®
Learn how to position brands, identify brand goals, understand target groups, and define clear values using the Helder Brand Frame® method.

Brand workshop
Learn how to design and moderate a brand workshop, as well as how to strategically derive and convincingly present brand design.

Process and pricing
We share how the process is set up step by step and how strategic services are calculated so that they become part of your offering.

The Guides



Dr. Birgit Joest
CO-FOUNDER & STRATEGY DIRECTOR

As a brand strategist, Dr. Birgit Joest worked with international brands such as Siemens, Volkswagen, Mercedes-Benz, Telekom, and O2 before co-founding Helder. Birgit is a mentor, advisory board member, and chairwoman of the VdU Berlin/ Brandenburg, and as a speaker at trade shows, on podcasts, and at universities, she promotes dialogue on strategic brand building.



Marina Mengis
HEAD OF BUSINESS DEVELOPMENT & BRAND STRATEGIST

Marina Mengis was responsible for brand experience and brand communication for brands in the automotive, health, and education sectors. Today, she develops strategic brand identities on the agency side. She is a certified Sinus Milieu expert.