



**Building Your Brand
in the
Time of COVID**

AGENDA

-  Introductions
-  Building Your Brand
-  Questions
-  Next Steps



Melanie Kozel
Director of Partnerships
BurnAlong



Matt Garfinkle
Expert Facilitator and
Branding Coach



William Kelley, PhD.
Certified Insanity, PIYO, Pound
and Yoga Instructor

STORYTELLING



BUILDING COMMUNITY





MEETING PEOPLE WHERE THEY ARE





CHESS?



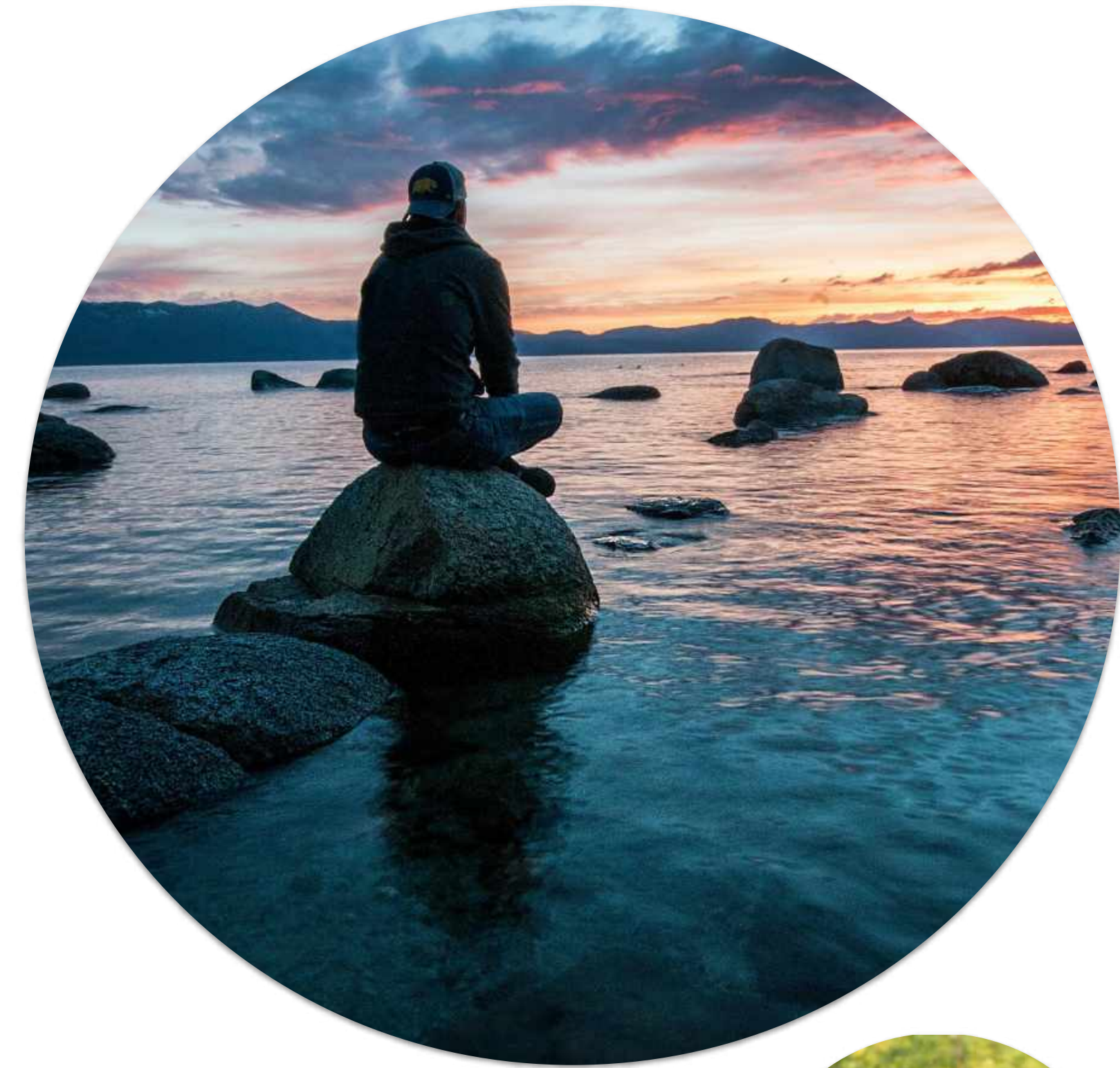
Health

CHES

CONNECTION

- ➔ People are missing friends and family.
- ➔ People feel isolated and alone.
- ➔ People may want to escape from “forced togetherness”

Bottom Line: The bubble that we all have formed to keep us safe cuts us off from the community that we had before.



 **HOPE**

- ➔ Very dire time
- ➔ People are dealing with record unemployment, personal overwhelm, political upheaval, social unrest, general uncertainty

Bottom Line: You can't blame people for feeling a sense of hopelessness and powerlessness.

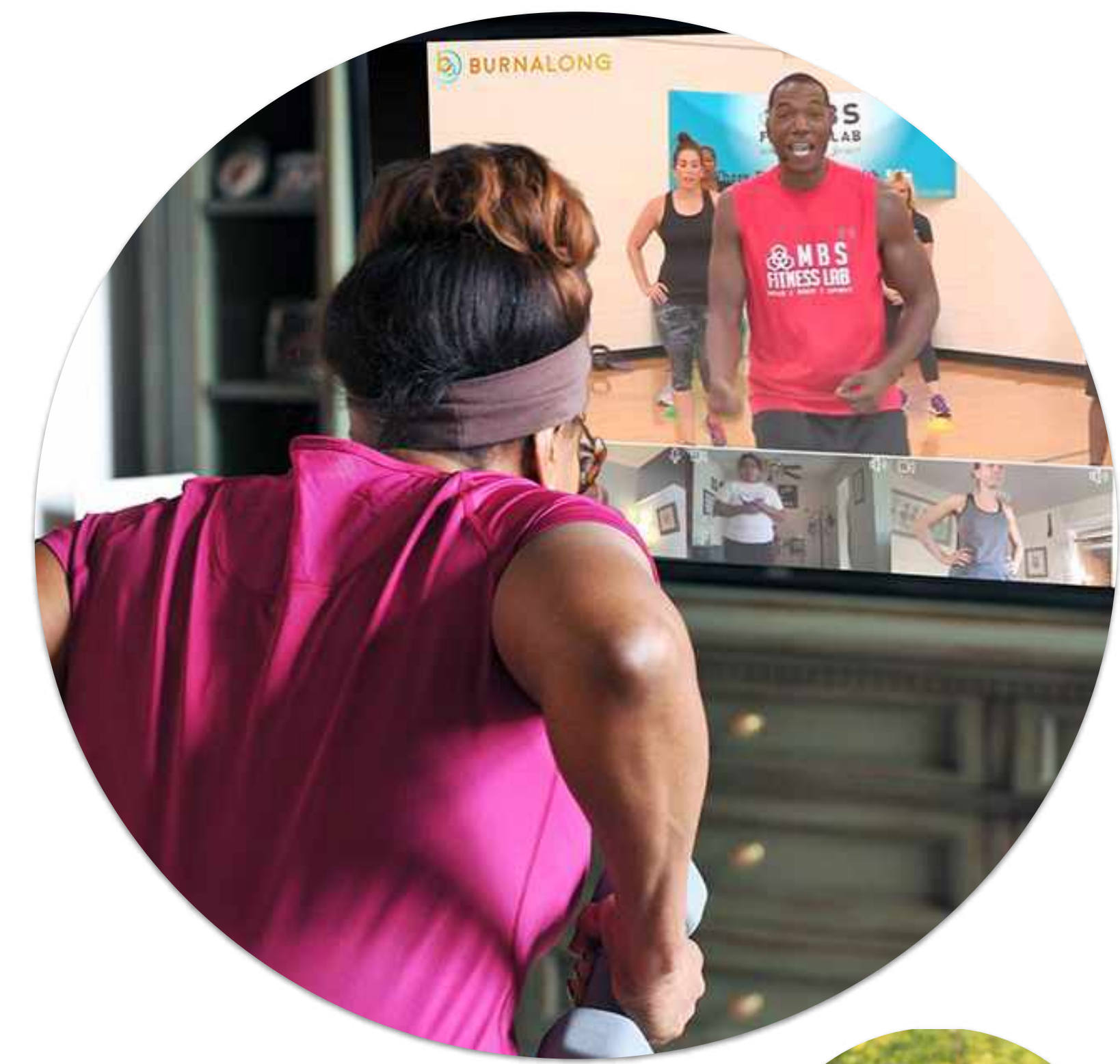




EXERCISE

- ➔ Too much sitting makes it hard to get a workout in
- ➔ Exercise is usually done outside the home
- ➔ Disruption of routine has led many to give up on exercise

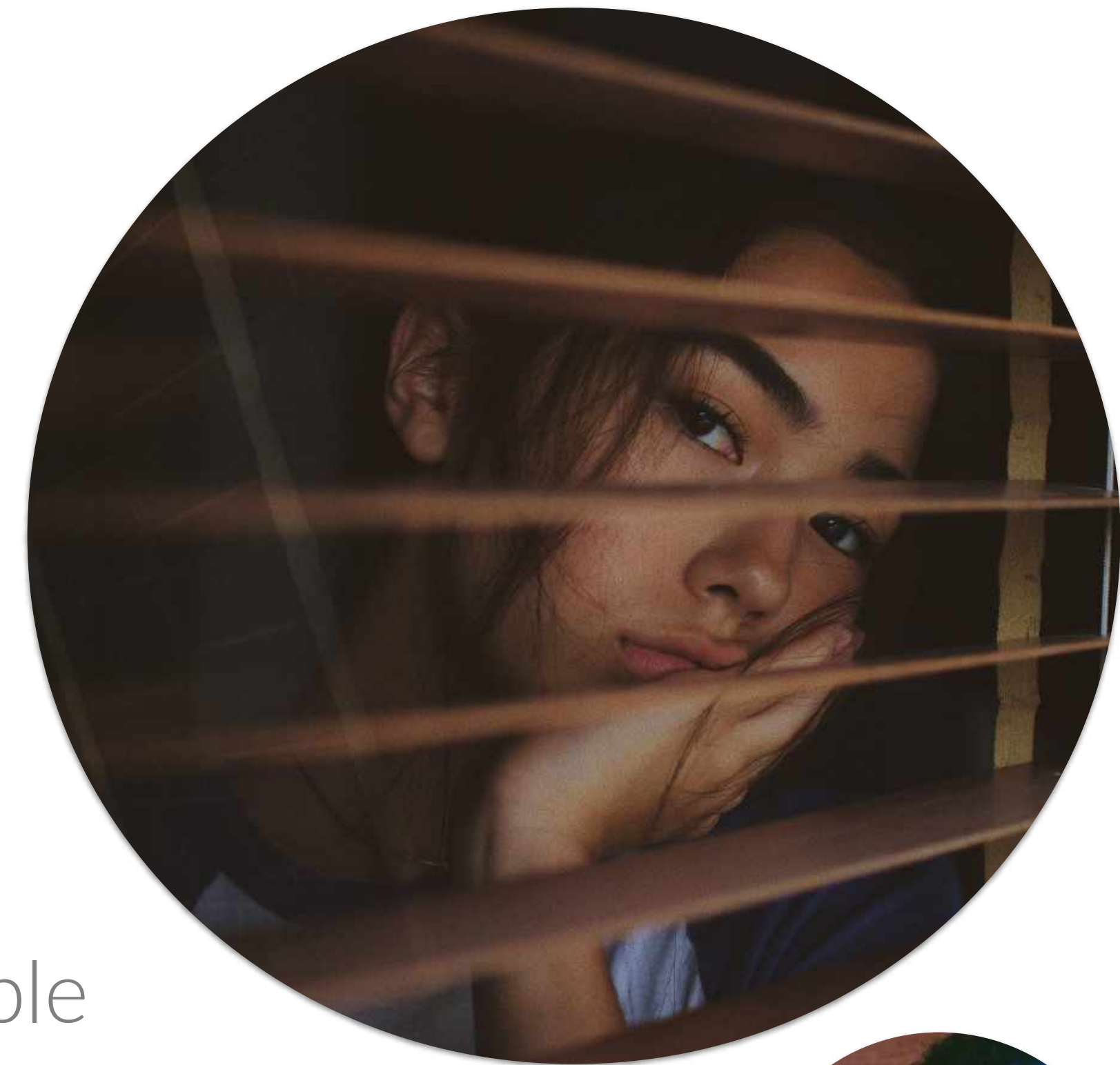
Bottom Line: With everything going on in the world, exercise has been one of the first things to drop off the priority list.



STIMULATION

- ➔ Monotony can be boring or overwhelming
- ➔ Humans are hardwired to seek out new things
- ➔ Quarantine has restricted travel, ability to meet new people

Bottom Line: Quarantine has robbed us of this very human need.



STRUCTURE

- ➔ Whether we love or hate structure, we crave it when it's not there
- ➔ Humans need to plan, project and organize our lives

Bottom Line: COVID has robbed us of predictability and autonomy.

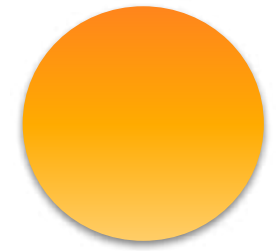




QUESTIONS?



NEXT STEPS



HOW TO REACH MATT

➔ bodyandbrand@gmail.com



LEARN MORE ABOUT BURNALONG

➔ burnalong.com/partners

➔ partners@burnalong.com



Nutrition



Cardio



Mental Health



Financial Wellbeing



Prenatal



Fit Over 50



Sleep



Adaptive Workouts



Youth

Meeting Employees & their families wherever they are on life's journey