



ALIGN  
DIAGNOSTIC

*“The digital revolution has changed  
the fashion business forever”*

ALIGN®  
YULAN CREATIVE



When I speak with clients they often lament that sales have stalled, they're struggling to get traction online and attract the right level of distribution. Whether they are a wholesale, retail business, or direct to consumer brands there is one thing in common they share.

The lack of time to think about their business master plan.

*“ CEO’s can never spend enough time on strategy - they must constantly be working to shape it, refine it, communicate it reinforce it and help people recognize when they may be drifting from it ”*

Harvard Review

The fact is, that without knowing what part of your business is working and which is not, you will continue to wonder what piece of the puzzle is missing. You will waste precious time and resources.

If you are feeling overwhelmed with the fast paced changes of digital market and looking for some clarity then the ALIGN DIAGNOSTIC is a practical first step.

It's the perfect introduction for time poor ambitious fashion leaders to learn more about the ALIGN principle, and who wish to take that first step to making their brand stand out. Fast track to an overview of where your business stands today and the actions you can take to take your business to the next level.

# START THINKING LIKE A FASHION LEADER

## Benefits of the ALIGN DIAGNOSTIC - 12 page report

- Reflection of your answers
- Benchmark your business
- Find out your strengths and weaknesses
- Discover real opportunities
- Advice on key action points and next steps

## What you receive:

- 1 - Zoom Strategy Session - duration 90 min's (which will be recorded)
- 2 - Zoom Diagnostic Session - duration - 30 min's (where we handover the report)
- 3 - Receive your 12 - page report back within ten days\*

**PRICE - £995 plus VAT**  
(meetings by video conference)

## WHAT CLIENTS SAY

“ The ALIGN Diagnostic was really valuable and effective. The structure of the report gave us clear path forward and resulted in an internal analysis and introspection here at our company. Using the five step framework Joanne also gave insights into what we are doing right, what we might improve and what we need to do differently. I'd recommend this to any fashion business looking for clear next steps ”

Helder Conclaves CEO Aline

“ Joanne and the team approached our business with high levels of professionalism and efficiency. The Yulan team has deep subject matter knowledge but what was equally impressive was that the process allowed our team to explore the holistic impact of changes and strategies within the business. This is key to prevent silo working and foster innovation. Joanne's leadership, skill and process will benefit any business looking to think differently. ”

Andy Birley CEO Lucan

\* If you are London based we are able to do this in person then we'd be happy to quote

\*\* We endeavor to get the report back with 10 working days from completion of the interviews

*“ Why alignment of an  
authentic brand  
message with  
exceptional product is  
the key to credibility,  
visibility and growth ”*

Joanne Yulan Jong

Yulan Limited

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