

Getting to
know you.
Crafted[®]

Crafted

Hyde Park House,
Crown Street, Ipswich,
Suffolk IP1 3LG

www.crafted.co.uk
hello@crafted.co.uk

Having a deep understanding of how the business runs, the values behind it, and the goals for the future, will help ensure all activity is tailored to specifically grow your business. A unique approach for you.

Take a look at some of the questions we often ask to find out who we are working with:

Introductions - who are you, what do you do, why are you doing It?

- Can you provide us with your creds?
- We'd like to understand who you are as a business and what's important to you
- What goods/services do you provide?
- What is the primary aim of your organisation / your team?
- We would also like to understand your role within the business and where you fit in the wider team. Does your team have a specific purpose within the context of the wider business?
- If you are new to the business help us understand your background – it's useful for us to understand what your level of experience is and more importantly where you need to build strength as a team.

Wider context - the business, sector, your place in it.

- What sector/s does your business operate in?
- What's your standing in your operating sector/s?
- Tell us about your competitor landscape – who do you immediately compete with (as a brand or product) and who (if any) are your aspirational competitors?
- Any notable partnerships or sponsorships we should be aware of?