

BRANDING SERVICES

Hawkins Development Group is an Austin-based leadership development firm specializing in speaking, teaching, coaching, and consulting services.

We exist to guide others on their path to self-fulfillment through personal, interpersonal, and organizational development. Operating throughout the continental United States, we have served thousands of individuals across academic, government, non-profit, and corporate organizations.

❖ **Web Platform Assessment – Four (4) Hours**

- Hawkins Development Group will review all customer-managed web platforms including website, social media, and/or actively managed blogs. We will deliver a written assessment outlining any consistencies, discrepancies, or gaps aligned with the customer's intended goal. We will also deliver identify and outline five (5) brand attributes based on your assessment with a rationale for each attribute.

❖ **Self-Branding Assessment – Two (2) Hours**

- Hawkins Development Group will provide you with an in-house questionnaire designed to uncover the purpose, perception, and personality portions of your personal brand. We will review your responses and conduct a one-on-one interview to help you develop and define your personal brand statement. This process will provide you with a tool to assess your current engagements and gauge alignment with your intended goals.

❖ **Self-Branding Strategy Session – One (1) Hour**

- Only available upon completion of the Self-Branding Assessment, Hawkins Development Group will provide you with a take home assignment that will help you structure your life's current activities. Upon completion of this assignment, Hawkins Development Group will work with you to assess your results and also develop a strategy on how to grow your brand and further reach your goals.

❖ **Resume Critique – One (1) Hour**

- Hawkins Development Group will assess your current resume and provide you with a list of strengths and areas of growth based on your current goals. We will also recommend syntax, format, and overall style upgrades to improve the alignment of your resume with your intended audience.

❖ **Review & Recommendation Meeting – Two (2) Hours**

- Two of the founding partners of Hawkins Development Group will discuss the results from all assessments and address any additional questions that arise. They will also present you with recommended next steps for your web platforms, based on your current results and your outlined goals. This meeting is customized based on previous work completed and desired outcomes, as outlined by the customer.

All services are billed hourly.

See packages and testimonials on next page.

BRANDING PACKAGES

❖ Platinum Package – Ten (10) Hours

- Web Platform Assessment
- Self-Branding Assessment
- Self-Branding Strategy Session
- Resume Critique
- Review & Recommendation Meeting

❖ Gold Package – Nine (9) Hours

- Web Platform Assessment
- Self-Branding Assessment
- Self-Branding Strategy Session
- Review & Recommendation Meeting

❖ Silver Package – Eight (8) Hour

- Web Platform Assessment
- Self-Branding Assessment
- Review & Recommendation Meeting

❖ Bronze Package – Three (3) Hour

- Self-Branding Assessment
- Self-Branding Strategy Session

Testimonials

"In one session with Larry, I learned more about me, the real me, than a lifetime of being "me" had afforded. With his guidance, I gained not only greater self-awareness, but also the voice to successfully articulate that message to others."

Lacie Karnauch
Professional Development Director
Texas Health Care Association

"After starting the sessions I was surprised by quite a few things, mainly my eagerness to continue. It seemed like once I got started I could not wait to get to the next session to learn more about myself."

Kenroy Williams
Staff Hardware Technician
National Instruments

"The branding statement we developed was an incredible snapshot of how I wanted to see myself, one based on the concrete skills I have developed and the things in life that inspire me."

Ravi Antani
Law Student
UC Berkley

Clients



Dallas
Independent
School
District

