

BrandMadeFuture Partnership Brief

Bring a Sharper Growth Perspective to the Business Leaders in Your Network

As businesses enter the scaling stage, the challenges executives see may appear to be issues of Sales, Marketing, People, Brand, Systems, or AI. But often, these are symptoms of a deeper problem.

BrandMadeFuture works with partners to bring the Growth Leaks perspective into conversations with Founders, CEOs, and executive teams, helping them identify what needs to become clearer before adding people, increasing investment, building systems, adopting AI, or expanding into new markets.

We do not begin by telling leaders what more they should do. Instead, we help them pause and ask:

“Is the business scaling the advantage it should be scaling, or making a hidden leak bigger?”

Through Future Brand System™, this perspective can extend from Executive Conversation into Diagnostic, Team Alignment, Strategic AI, and Growth Architecture, depending on each partner's context and objectives.

Core Lens: 6 Growth Leaks

Growth Leaks are areas where a business may continue investing more, while the quality of growth fails to improve accordingly.

Scalability · Direction · Worth · Differentiation · Trust · Adaptability

These six areas help executives examine Growth, Brand, Team, Systems, and AI through a single lens, rather than rushing to solve only the symptoms visible on the surface.

Applying the Growth Leak Lens to Real Businesses

Case 01 — Craft Bakery & Pastry

Signal : The drivers of customer attraction and repeat purchase have not yet been codified into a Product / Occasion Logic that can be systematically repeated and scaled.

Growth Leak : Scalability Leak

Strategic Move : Translate Craft Value into a Signature Product System, Occasion Ownership, and Repeat-Purchase Pathway so the business can scale and repeat its advantage commercially.

Case 02 — Urban Property Development

Signal : Individual projects can generate interest and sales, but trust remains attached to each project rather than accumulating at the parent-brand level.

Growth Leak : Trust Leak

Strategic Move : Build a Corporate Trust Architecture and Proof Structure that transfers credibility from existing projects to new developments, new locations, and future portfolio growth.

From Executive Conversation → Diagnosis → Deeper Action

BrandMadeFuture designs flexible Partnership Formats that allow partners to begin with an executive-level conversation and extend into diagnosis or deeper development based on the Objective and Audience of each initiative.

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3 Initial Partnership Formats with BrandMadeFuture

BrandMadeFuture partnerships are designed to start with the format that best fits each partner's objectives, audience, and level of readiness, without requiring a large-scale program from the outset.

01 · Executive Conversation | Future Brand Executive Briefing

Best When :

Best suited for partners looking to open a fresh conversation with Founders, CEOs, and executive teams through a perspective that connects Growth, Brand, Leadership, Systems, and AI.

Format :

60-minute Executive Briefing

Available as a Partner Event, Webinar, Executive Education session, or Closed Executive Session.

Partner Outcome :

Create executive engagement and introduce a new perspective that helps leaders identify potential Growth Leaks before making further investments, building systems, adopting AI, or expanding the business.

| ***A full Future Brand Executive Briefing overview is provided separately.***

02 · Diagnostic Engagement | Future Brand Score™ Growth Leak Check

Best When :

Best suited for partners looking to extend Content or Events into measurable engagement that can generate useful insights and support further action.

Format :

A 12-question Future Brand Score™ assessment that can be used before, during, or after an event, and integrated into Campaigns, Executive Programs, or SME Communities.

Partner Outcome :

Help participants identify early signals of potential Growth Leaks while creating a foundation for audience segmentation, pattern analysis, and the design of relevant follow-on activities.

| ***Assess → Identify → Prioritize***

03 · Deeper Diagnosis | Growth Leaks Diagnostic™ Clinic

Best When :

Best suited for partners looking to provide deeper strategic value to a selected group of businesses and help executives understand what may be driving the symptoms they are experiencing.

Format :

Executive Diagnostic Session or Clinic for individual businesses or a selected cohort.

Partner Outcome :

Help participants distinguish between Symptoms, Possible Root Causes, and Growth Leaks, while identifying the priority issue that should be addressed first in the next stage.

| ***Diagnose → Clarify → Define the Next Move***

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Example Partnership Pathway

Partners can start with any format, or connect them into a custom pathway.



The goal is not to create multiple activities, but to design a pathway that helps the audience progressively move from: **Awareness** → **Diagnosis** → **Action**

Best Suited for These Partner Types

Banks & SME Ecosystems · Business Associations · Executive Education · HR/L&D · Government Programs · Universities · Business Media · Innovation & AI Communities

Why Partner with BrandMadeFuture

BrandMadeFuture helps partners turn Growth, Brand, Leadership, Systems, and AI into a connected executive-level conversation that can progress from Awareness to Diagnosis and Action.

- **A Fresh Executive Perspective**
Bring the Growth Leaks perspective into conversations with Founders, CEOs, and executive teams, going beyond conventional Business Inspiration or Branding Talks.
- **A Built-In Diagnostic Layer**
Connect executive conversations with Future Brand Score™ and Growth Leaks Diagnostic™ to help participants identify what should be examined and clarified first.
- **Flexible Partnership Formats**
Begin with an Executive Briefing, Diagnostic Campaign, or Clinic, and adapt the format to fit each partner's Audience and Objectives.
- **A Pathway to Deeper Action**
Extend from identifying the issue into Team Alignment, Strategic AI, and Growth Architecture, enabling deeper organizational action.

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Deeper Engagement Formats

Once the priority challenge becomes clearer, partners can extend the engagement into programs that best fit the needs of their audience.

Growth Alignment Workshop

For leadership teams that need stronger alignment around direction, value, and the principles that guide decisions across the organization.

Strategic AI for Growth Session

For organizations looking to use AI to scale their advantage, starting with clear strategic direction, value, and business context before expanding AI adoption.

Growth Architecture Engagement

For organizations that need to design and embed direction, value, competitive advantage, and decision principles across teams, systems, and AI, supported by Future Brand OS™.

Pilot Partnership for Selected Partners

For partners interested in piloting a Future Brand Executive Briefing session

- **No Speaker Fee for selected Pilot Sessions**

Future Brand Score™ Growth Leak Check can be included with the Briefing

- **Complimentary for participants**

For additional formats, fees, and scope of work, please refer to the **Partner Program & Commercial Guide**

Start a Partnership Pilot

Interested in bringing this perspective to the business leaders in your network?

Schedule a 20-minute Partner Fit Call to discuss your Audience, Objectives, and the most suitable partnership format.

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