



DREAM CLINIC

Marketing Dimensions Workshop
A Practical Strategy Reset for Lean
and Complex Teams.

A Practical Strategy Reset for Lean and Complex Teams. Marketing is often treated as the visible surface of a business. But most marketing problems are not surface-level. They are structural.

The Marketing Dimensions Workshop

This session reframes marketing as a system of interconnected dimensions.

Reality, leadership, systems, capacity, creativity, communication, and execution are all linked. When one is misaligned, the effects are felt across everything.

This is not about tactics.

It is about understanding the system shaping performance.

The Reality Most Teams Are Operating In

Marketing is active, but something feels off.

- Teams are busy but not aligned
- Brands are visible but not differentiated
- Output is consistent but lacks energy
- Strategy exists but is hard to execute

These are not isolated issues. They are signals of disconnected dimensions.

Who This Is For

- Lean marketing teams carrying disproportionate load
- Group or multi-brand organisations sharing resource
- Marketing leaders stuck in execution mode
- Leadership teams seeking clarity and direction

If marketing feels stretched, reactive, or fragmented, this session will resonate.

What This Workshop Does

This is not a keynote. It is a structured working session.

Using a practical workbook, participants will:

- Identify where dimensions are misaligned
- Surface structural and cultural blockers
- Clarify narrative and positioning anchors
- Distinguish reactive activity from strategic momentum
- Build a clearer decision-making framework

The output is not more ideas. It is better alignment.

What We Cover

- Mapping visible marketing symptoms to underlying dimensions
- Identifying leadership, cultural, and governance constraints
- Clarifying narrative to unify brand and direction
- Rebuilding creative confidence in stretched teams
- Designing a dimensional filter for better decisions

This is not about quick fixes. It is about seeing the system properly.

The Dream Clinic Method

Reality

What is actually happening? Where is energy leaking? What patterns keep repeating?

Objectivity

What does the market require? Where is advantage? What is being over or under prioritised?

Creativity

How should the system be redesigned? Clearer narratives. Better decision filters. More intentional structure. This is where dimensional thinking replaces reactive marketing.

Format

- 90-minute workshop or half-day intensive
- Virtual or in-person
- Designed for founders, speakers, and lean teams

Investment

- 90-minute virtual (founder/small group): £995
- Half-day intensive (team or corporate): £3,050 + travel