

The Change Space

An outline of the target market.

What is the main focus of 'The Change Space'

A 'community' whereby an individual can go to learn, connect, collaborate and share.

- They will be able to
- Upload their profile
- Gain access to training information
- Upcoming events, speakers and webinars
- Access to Tools and Templates
- Gain further accreditation
- Get access to 'Coaching'

How is the company positioned in the market, in the minds of consumers?

A unique destination for everything that practitioners need to execute best-practice change management, transformation and project methodologies.

How does the company / product / service compare to the competition?

The Change Space's offering will be positioned as a place of learning, connecting, collaborating and sharing. It's a resource for change professional to further the conversation around change.

What is the Personality profile for the website?

Dynamic

Personal

Learning

Connected

Vibrant

Possible Logo's



Possible Colours



Possible Imagery

