

Deliverables for Week 1

Evaluating Internal Teams and Aligning with Brand Messaging

1. Team Assessment Report

- A comprehensive report that evaluates the current state of the internal teams, their understanding of the brand, and their alignment with the new message "Hamat is the place for family experiences." The report will identify strengths, weaknesses, and areas that require improvement.

2. Action Plans for Teams

Customized action plans for each team to ensure alignment with the brand message. These plans will outline specific steps, responsibilities, and timelines for integrating the brand message into their daily operations and communications.

3. Unified Messaging Document for Teams

- A unified messaging document that details how the brand message "Hamat is the place for family experiences" should be communicated across different teams and functions. This document will serve as a reference to maintain consistency in communication.

4. Progress Report and Feedback Summary

- A progress report summarizing the actions taken during the week, feedback from the teams, and any adjustments made to ensure alignment. This report will also outline the next steps and highlight any areas that require further attention.
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Team Assessment Report

Introduction

This report provides a comprehensive evaluation of the current state of Hamat's internal teams, focusing on their understanding of the brand message "Hamat is the place for family experiences" and their alignment with this vision. The assessment identifies strengths, weaknesses, and areas requiring improvement to ensure all teams work cohesively towards the brand's strategic goals.

1. Events Team

- Current State:
 - Team Leader: Jawaher, with 10 years of experience in Events.

- Team Dynamics: Jawaher's extensive experience contrasts sharply with the relatively inexperienced members of her team. This disparity has resulted in a micro-management style and a unicentric approach to decision-making, where most directives and strategies are heavily influenced by Jawaher.
- Strengths:
 - Jawaher's deep knowledge of event management provides a strong foundation for the team.
 - The team has a clear understanding of the importance of events in Hamat's brand positioning.
- Weaknesses:
 - The lack of experience within the team leads to dependency on Jawaher, stifling creativity and initiative from other team members.
 - This micro-management approach limits the development of the team's skills and their ability to take ownership of projects.
- Areas for Improvement:
 - Introduce training and mentorship programs to build the team's competencies.
 - Empower team members to take on more responsibilities, reducing the reliance on Jawaher.
 - Encourage a collaborative approach to decision-making, allowing the team to contribute more effectively to event planning and execution.

2. Customer Experience Team

- Current State:
 - Team Leader: Manal, leading a team that is focused on performance but lacking in experience.
 - Team Dynamics: Similar to the Events team, there is a significant experience gap between Manal and her team. This has led to a focus on performance metrics, often at the expense of strategic resource allocation and customer-centric innovations.
- Strengths:
 - The team is performance-driven and committed to achieving customer satisfaction.
 - Manal's leadership is focused on meeting targets, which aligns with the company's short-term goals.
- Weaknesses:
 - The team's inexperience results in a narrow focus on performance metrics rather than holistic customer experience strategies.
 - There is a lack of resources and strategic direction, which limits the team's ability to innovate and enhance the customer experience.
- Areas for Improvement:
 - Provide additional resources and strategic guidance to broaden the team's focus beyond immediate performance goals.
 - Implement professional development programs to enhance the team's skills in customer experience management.
 - Encourage a balance between performance metrics and customer-centric innovations.

3. Digital Marketing Team

- **Current State:**
 - Team Leader: Khalid, who is relatively inexperienced in experience or destination marketing.
 - Team Dynamics: The team consists of fresh market entrants who are heavily reliant on the CMO's direction, which in turn is influenced by the Events team's content calendar led by Jawaher.
- **Strengths:**
 - The team is eager to learn and adapt to the fast-paced digital marketing landscape.
 - There is strong support from the CMO and alignment with Hamat's promotional strategies.
- **Weaknesses:**
 - The team's inexperience, combined with Khalid's limited expertise in destination marketing, leads to a reactive approach in digital marketing.
 - The dependency on the Events team's calendar results in a lack of a proactive digital marketing strategy and a limited focus on long-term brand building.
 - There is no independent marketing calendar or content strategy outside of the events and partner promotions.
- **Areas for Improvement:**
 - Develop a dedicated digital marketing strategy that operates independently of the events calendar.
 - Provide training and external support for Khalid and the team to build expertise in experience and destination marketing.
 - Foster a more proactive approach to content creation and campaign planning, allowing the team to contribute to the brand's long-term digital presence.

Conclusion

The current state of Hamat's internal teams reflects a significant gap in experience and a dependency on a few key leaders. While there are strengths in leadership and commitment, the lack of experience across teams is hindering their ability to fully align with the brand's vision of being "the place for family experiences." Addressing these gaps through targeted training, strategic resource allocation, and a shift towards more collaborative and proactive approaches will be crucial in strengthening the teams and ensuring consistent brand alignment.

2. Action Plans for Teams

Events Team

Objective: Integrate the brand message "The place for family experiences" into all event planning and execution, while utilizing the tools introduced to enhance efficiency and creativity.

Action Steps:

1. Message Integration:
 - Responsibility: Jawaher (Team Lead)
 - Timeline: Ongoing, with quarterly reviews.
 - Action: Ensure that every event planned and executed by the team reflects the brand message. This includes event themes, communication materials, and participant experiences.
 - Output: Event concepts, marketing materials, and post-event reviews all aligned with the brand message.
2. Tool Implementation:
 - Responsibility: Jawaher and assigned team members.
 - Timeline: Immediate, with full integration within one month.
 - Action: Fully implement Airtable, Daha Ai, and Metricool to manage event planning, vendor coordination, and reporting.
 - Output: Efficient workflow with real-time progress tracking and reporting on Airtable.
3. Collaboration with Digital Marketing and Customer Experience Teams:
 - Responsibility: Jawaher (Team Lead)
 - Timeline: Weekly coordination meetings.
 - Action: Hold regular meetings with Khalid and Manal to ensure that events are integrated with digital marketing strategies and customer experience initiatives.
 - Output: Unified approach to promoting events and enhancing participant experiences.

Digital Marketing Team

Objective: Develop and execute a proactive digital marketing strategy that supports the brand message, independent of event-driven content, while effectively utilizing the introduced tools.

Action Steps:

1. Strategic Content Planning:
 - Responsibility: Khalid (Team Lead)
 - Timeline: Create a quarterly content calendar.
 - Action: Develop a digital marketing content calendar that supports long-term brand building, in addition to event promotions. The content should emphasize "The place for family experiences" as a central theme.
 - Output: A content calendar that balances event-driven content with broader brand messaging.
2. Tool Implementation:
 - Responsibility: Khalid and assigned team members.
 - Timeline: Immediate, with full integration within one month.
 - Action: Integrate Airtable for content planning and tracking, use Metricool for social media management and analytics, and utilize Daha Ai for creative content development.
 - Output: Streamlined content planning, execution, and performance tracking.
3. Collaboration with Events and Customer Experience Teams:

- Responsibility: Khalid (Team Lead)
- Timeline: Weekly coordination meetings.
- Action: Regularly coordinate with Jawaher and Manal to ensure that digital marketing efforts are aligned with upcoming events and customer experience strategies.
- Output: Consistent and aligned digital presence that enhances overall brand perception.

Customer Experience Team

Objective: Enhance customer interactions by embedding the brand message into all touchpoints, while leveraging the new tools for better tracking and resource management.

Action Steps:

1. Customer Touchpoint Optimization:
 - Responsibility: Manal (Team Lead)
 - Timeline: Immediate, with ongoing reviews.
 - Action: Review and refine all customer interaction points (in-person, online, and via customer service) to ensure they reflect the brand message. Focus on creating family-friendly experiences in line with the brand's positioning.
 - Output: Improved customer experiences that reinforce the brand message.
 2. Tool Implementation:
 - Responsibility: Manal and assigned team members.
 - Timeline: Immediate, with full integration within one month.
 - Action: Implement Airtable to track customer service requests and experiences, and ensure consistent follow-up and resolution. Use the live reports feature to monitor customer satisfaction in real-time.
 - Output: Enhanced ability to track and improve customer satisfaction with a clear connection to the brand message.
 3. Collaboration with Events and Digital Marketing Teams:
 - Responsibility: Manal (Team Lead)
 - Timeline: Weekly coordination meetings.
 - Action: Work closely with Jawaher and Khalid to ensure that customer feedback and experiences inform event planning and digital marketing strategies.
 - Output: A cohesive approach to customer experience that is fully integrated with other marketing efforts.
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3. Unified Messaging Document for Teams

Introduction

This Unified Messaging Document is designed to ensure that all internal teams at Hamat Property Company consistently communicate the brand message: "Hamat is the place for

family experiences." The document outlines key messaging principles, tailored guidelines for each team, and specific communication strategies to be adopted across all functions.

Core Brand Message

"Hamat is the place for family experiences."

- **Core Values:**
 - **Family-Centric:** Every interaction, event, and service should reflect our commitment to creating memorable experiences for families.
 - **Experience-Driven:** Our focus is on curating exceptional experiences that resonate with our audience and align with our brand promise.
 - **Consistency:** All communication, whether internal or external, must be consistent with this message, reinforcing Hamat's identity as the leading destination for family experiences.

Messaging Guidelines for Each Team

1. Events Team

- **Key Messaging:**
 - "Each event is an opportunity to create lasting memories for families."
 - "Our events are designed to be inclusive, engaging, and centered around family values."
- **Communication Strategies:**
 - Ensure that all event promotions, materials, and interactions emphasize the family-oriented nature of the events.
 - Use language and visuals that appeal to families, showcasing how each event caters to different family members, from children to adults.
- **Example Phrases:**
 - "Join us for a day of family fun and unforgettable experiences."
 - "This event is perfect for families looking to create new traditions together."

2. Digital Marketing Team

- **Key Messaging:**
 - "Our digital presence reflects our commitment to being the top destination for family experiences."
 - "We engage our audience by highlighting the unique family-focused experiences that Hamat offers."
- **Communication Strategies:**
 - Develop content that showcases family experiences at Hamat, including testimonials, event highlights, and interactive content that encourages family participation.
 - Use social media platforms to create a community of families who share their experiences at Hamat, fostering a sense of belonging and engagement.
- **Example Phrases:**
 - "Discover the perfect family day out at Hamat."
 - "Experience more with your family at Hamat – where memories are made."

3. Customer Experience Team

- Key Messaging:
 - "Every customer interaction is an opportunity to reinforce Hamat's identity as the place for family experiences."
 - "We go beyond service; we create experiences that families cherish."
- Communication Strategies:
 - Train customer service representatives to emphasize the family-friendly aspects of Hamat in their interactions, ensuring that customers feel welcomed and valued as part of the Hamat family.
 - Gather and utilize customer feedback to continuously improve the family experience at Hamat, ensuring that the brand message is reflected in every aspect of customer service.
- Example Phrases:
 - "We're here to make your family's visit to Hamat extraordinary."
 - "How can we help you create the perfect family experience today?"

Visual and Verbal Consistency

- Visual Identity:
 - Ensure that all visuals, including logos, colors, fonts, and imagery, align with the family-centric theme. Use images that depict families enjoying experiences together at Hamat.
- Verbal Identity:
 - Use warm, welcoming, and inclusive language that speaks directly to families. Avoid technical jargon and overly formal language in favor of a friendly and approachable tone.

Monitoring and Adaptation

- Regular Reviews:
 - The messaging document should be reviewed and updated quarterly to ensure it remains relevant and effective as the brand evolves.
 - Feedback from team members and customers should be collected and analyzed to refine messaging strategies.
- Training:
 - Regular training sessions should be conducted to keep all teams aligned with the unified messaging, ensuring that new hires and existing staff are fully equipped to communicate the brand message consistently.

Conclusion

This Unified Messaging Document serves as a central reference for all teams within Hamat Property Company. By adhering to these guidelines, each team will contribute to a cohesive and compelling brand narrative that positions Hamat as the premier destination for family experiences. Consistency in communication is key to reinforcing the brand's identity and ensuring that every interaction with Hamat reflects its core values.

4. Progress Report and Feedback Summary

Introduction

This progress report provides a summary of the actions taken during the week to align Hamat's internal teams with the brand message "Hamat is the place for family experiences." It includes feedback gathered from the teams, adjustments made based on this feedback, and outlines the next steps to continue ensuring alignment. The report also highlights areas that require further attention.

Summary of Actions Taken

1. Workshops Conducted:

- Teams Involved: Events, Digital Marketing, Customer Experience, and Team Leads (Jawaher, Khalid, Manal).
- Focus: Integrating the brand message into daily operations and communications across all teams.
- Tools Introduced: Airtable, Daha Ai, Metricool.
- Outcome: All teams received training on the new tools and the importance of aligning their activities with the brand message. Specific workflows were created in Airtable for task management and progress tracking.

2. Implementation of Tools:

- Airtable: Set up to manage vendor requests, monitor progress, and generate live reports accessible to team leads.
- Daha Ai: Introduced as a creative support tool for content development and messaging alignment.
- Metricool: Implemented for social media management and analytics, aiding in digital marketing efforts.

Feedback from Teams

1. Events Team:

- Positive Feedback:
 - Appreciation for the structured workflow introduced via Airtable.
 - Clarity on how to integrate the brand message into event planning.
- Challenges:
 - Some team members expressed concerns about the learning curve associated with the new tools.
 - Need for further training on Daha Ai to fully utilize its capabilities.

2. Digital Marketing Team:

- Positive Feedback:
 - Excitement about the new content calendar and the proactive approach to digital marketing.
 - Metricool's analytics features were well-received for tracking campaign performance.
- Challenges:
 - Difficulty in shifting from a reactive to a proactive content strategy due to ingrained habits.
 - Concerns about balancing event-driven content with long-term brand messaging.

3. Customer Experience Team:

- Positive Feedback:
 - Enthusiasm about enhancing customer interactions with a focus on family experiences.
 - Airtable's task management features were praised for improving follow-up processes.
- Challenges:
 - Limited experience with Airtable, leading to some initial confusion in setting up workflows.
 - Need for more resources to fully implement customer-centric strategies.

4. Team Leads (Jawaher, Khalid, Manal):

- Positive Feedback:
 - Alignment across teams was positively noted, with clearer communication and shared goals.
 - The unified messaging document was appreciated for providing a consistent framework.
- Challenges:
 - Balancing leadership roles with the need to manage team transitions to new tools and strategies.
 - The need for ongoing support to ensure that teams fully integrate the brand message into their daily operations.

Adjustments Made

1. Additional Training Sessions:

- Action: Scheduled additional training sessions focused on Airtable and Doha Ai to address the learning curve and ensure that all team members are comfortable with the new tools.
- Outcome: Increased confidence in using the tools, with team members showing improved efficiency in task management and content creation.

2. Enhanced Collaboration Between Teams:

- Action: Introduced weekly coordination meetings between the Events, Digital Marketing, and Customer Experience teams to ensure ongoing alignment and shared ownership of the brand message.

- Outcome: Improved collaboration, with teams beginning to take a more integrated approach to planning and execution.

3. Resource Allocation:

- Action: Identified the need for additional resources in the Customer Experience team to better support the implementation of customer-centric strategies.
- Outcome: Initiated discussions with leadership to allocate additional resources and support.

Next Steps

1. Ongoing Support and Monitoring:
 - Action: Continue to provide ongoing support and monitoring of the implementation of the new tools and strategies. Regular check-ins with team leads will ensure that any emerging issues are addressed promptly.
2. Continued Training and Development:
 - Action: Plan for ongoing training sessions and workshops to keep the teams updated on best practices and to deepen their understanding of the tools and brand message.
3. Refinement of Digital Marketing Strategy:
 - Action: Work with the Digital Marketing team to further refine their content strategy, ensuring a balance between event-driven content and long-term brand messaging.
4. Feedback Loop:
 - Action: Establish a feedback loop where team members can regularly share their experiences and challenges, allowing for continuous improvement and alignment.

Areas Requiring Further Attention

1. Tool Mastery:
 - Concern: Some team members need more time and training to fully master the new tools, particularly Airtable and Daha Ai.
 - Recommendation: Provide additional hands-on training and one-on-one support where needed.
2. Resource Constraints:
 - Concern: The Customer Experience team may require more resources to fully implement the desired customer-centric strategies.
 - Recommendation: Consider reallocating resources or hiring additional staff to support this critical function.
3. Long-Term Strategy Development:
 - Concern: The Digital Marketing team needs to shift from a reactive to a proactive strategy that aligns with the brand message.
 - Recommendation: Continue to work closely with the team to develop a robust long-term digital marketing strategy that complements event-driven content.

Conclusion

This progress report highlights the significant steps taken to align Hamat's internal teams with the brand message "Hamat is the place for family experiences." While progress has been

made, ongoing support, training, and resource allocation are essential to ensuring that the teams fully integrate this message into their daily operations and communications. Continued focus on collaboration and feedback will help sustain momentum and achieve the desired outcomes.