

**Approach:**

Stephen Hayes approached GIRVIN for the development of a marketing and positioning program, a development plan and complete brand package for expansion of his martial arts training. He had long envisioned extending his story to enlarged markets, as well as licensing opportunities, training products and other dojos, based his heart warrior center in Dayton.



*“At Stephen K. Hayes’ Quest Center, the slogan “Unleash Your Potential” carries a whole world of meaning. Take a look at the SKH Quest logo. You will see a dynamic human being moving forward, venturing out and upward, and pushing through the boundaries of a circle representing an individual comfort zone. Our success with students lies in this very experiential approach. We make it real. Without action, our ideas and knowledge are only theories and we lack solid proof. Engage in the action. Prove it to yourself. Have the experience.”*

Mark Russo | Dojo Leadership | Licensee | Tampa Quest Center

**Result:**

GIRVIN listened carefully to the teachings of this globally recognized martial arts exemplar, and created ways to visually integrate the Tendai Buddhist spirituality of his exposition, in combination with the deep skills in a variety of warrior monk bushido forms. This development gathered and converged these skills in a plan for marketing this premise of training to online, DVD, visualization programs, licensed teaching groups (from one to fifteen new dojos since our involvement) – but moreover, to market: “Unleash your potential®” learning as an enlightened and peaceful warrior way for hundreds of students worldwide.



| Identity