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ONE EARTH
BUSINESS SCHOOL

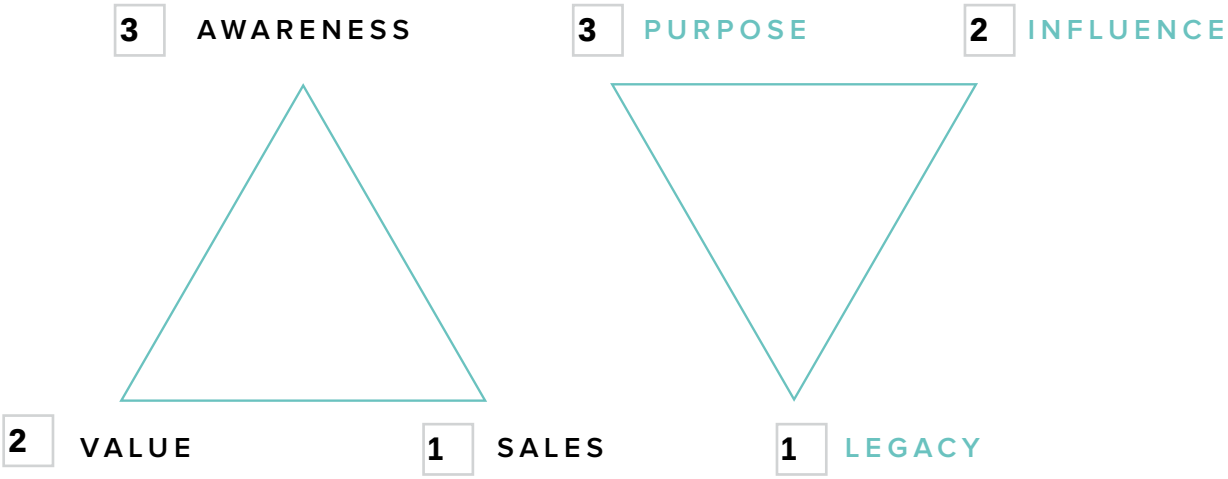
CHANNEL DIAL

EXAMPLE

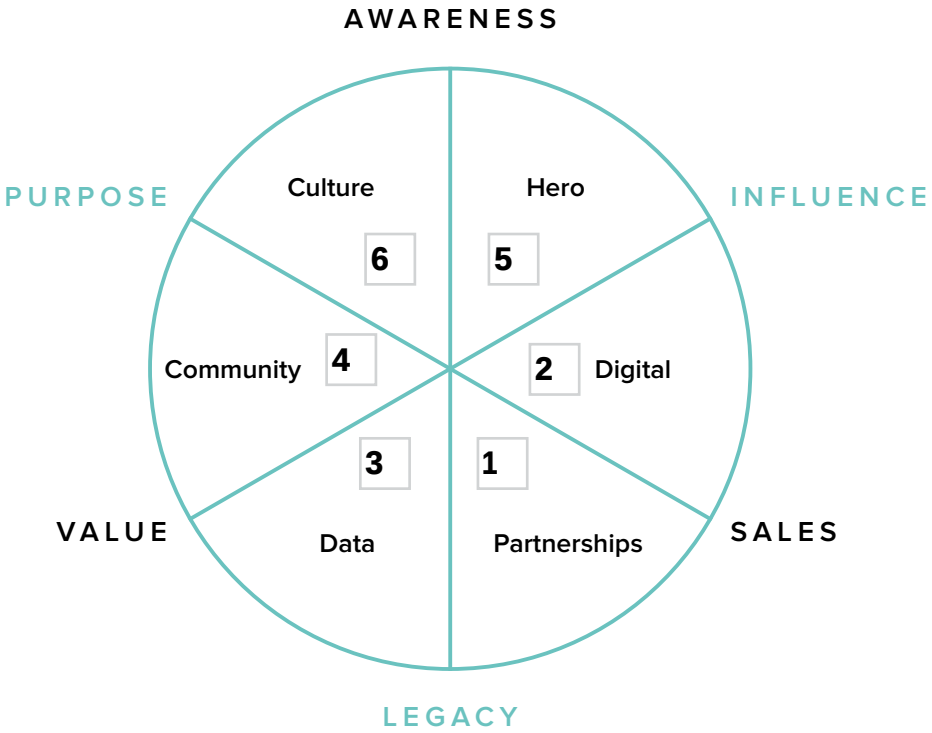
STEP 1: Choose your focus, Commercial or Cultural

COMMERCIAL	CULTURAL
1	2

STEP 2: Choose your priority order for the 3 key drivers of each



STEP 3: Prioritise the Six Channels to Market using the Channel Dial algorithm



BUILD YOUR BRAND • GROW YOUR BUSINESS
IMPACT AN INDUSTRY • **SHIFT THE WORLD**

ONE EARTH

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