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# The AlphaBee Brand

What Is It And How Does It Include You!



**alphabee**  
**PRO**

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## Objectives

### Main Objectives

1. What is AlphaBee and its brand?
2. What is alphabeePRO and its brand?
3. How do these impact your role?

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## AlphaBee



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## About AlphaBee

We are a fee-for-service company that has been an ABA provider for over 15 years, working in Toronto, Peel, York, Halton and Hamilton. Over the course of the years we have worked with over a thousand children. As a result of which, we have expanded to 4 centres, increased home based services, and grown our team to over 80 members. Our team continues to be clinically approved and equipped with the knowledge and understanding to achieve measurable outcomes in communication, social engagement, behavioural management, and school readiness.

Our CEO was an ABA therapist 25 years ago. Her vision, and understanding of evidence based practices, combined with a like-minded, and clinically advanced team, resulted in the creation of AlphaBee – a place where children make progress.

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## 3 Core Principles

### Unparalleled Expertise

Our team of clinical experts and advanced thinkers are always one step ahead. Remaining actively involved in learning and clinical projects allows us to adapt to and incorporate new and emerging research, as a result of which we provide the most advanced teaching strategies.



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### 3 Core Principles

#### Flexible Approach

We work closely with families to develop and achieve customized goals for their child. This individualized approach may reflect in the goals set, type of therapy (from Early Intervention Services ESDM to language development, school readiness, and finally to advanced teaching, such as perspective taking and conversation skills). Together we will determine where (centre, home, daycare, and school) and the intensity of treatment



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### 3 Core Principles

#### Seamless Service Coordination

AlphaBee is a team that provides families with a clear process from intake to service coordination, clinical management, and through all the stages of learning. We support families by attending school meetings and collaborating with multidisciplinary teams. We offer parent training and information sessions on various topics.



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### Our Services Include

- Expertise
- Progress Reporting
- Professional Development
- Accessibility



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## Our Commitment

We stand by our commitment to families. Learning takes time and a collaborative effort; we will give families the tools and knowledge in order to generalize their child's learning at home.



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Our priority is to enable each and every person we work with to achieve their full potential for learning, independence and inclusion in their family school and community.



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## What is alphabeePRO?

### alphabeePRO is the training division of AlphaBee.

AlphabeePRO is a team of experienced and dedicated ABA clinicians who provide direct services to clients through AlphaBee and provide online and in-person training services through alphabeePRO. The alphabeePRO Trainers have demonstrated advanced clinical skills and excellent client outcomes with direct services.

13

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## Brand Attributes

- Professional
- Forward-Thinking
- Confident
- Approachable
- Experienced

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## Brand Positioning

For professionals, parents, and the community, alphabeePRO offers innovative education opportunities based on the principles of Applied Behaviour Analysis (ABA)

With over 15 years of experience and a forward-thinking approach, we offer virtual and in-person programming to teach skills that support children in communication, social engagement, behavioural management, and school readiness.

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# Brand Voice

Attribute	Why?	Do	Don't
Confident	We're leaders in our industry and are passionate about building skills and sharing evidence-based strategies	Stand behind our values and share our experience with pride.	Sound, closed-minded, or have a "better than" attitude.
Innovative	We're forward thinking and up-to-date on the latest in behaviour and ABA	Be honest, open-minded, and highlight our ongoing efforts to learn more.	Overstate our experience or use misleading information
Professional	We're a recognized name in the community with a strong reputation for clinically advanced practices.	Treat others with respect, speak with honesty and continue to share our expertise.	Speak too informally, or discount anyone's experience.

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# Brand Tone

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# Brand Narrative

As a leader and innovator in ABA-based services, we *know our stuff* when it comes to teaching using the principles of ABA.

We've spent over 15 years learning, teaching, and growing to support families of children with ASD and other developmental exceptionalities. We're experts, and we know that sharing our knowledge with professionals, parents, and our community is the best way forward. With extensive clinical experience and a team of professionals, we created *alphaBeePRO* to grow our in-clinic and in-home practice into a comprehensive training platform for those who want to know more.

Committed to innovation, we offer quality, evidence-based strategies to achieve measurable outcomes in communication, social engagement, behaviour management, and school readiness. Whether you're a parent looking to support your child, an ABA professional in need of CEUs, or a community member seeking further education, *alphaBeePRO* is here to help.

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**How Do These Impact You?**

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Role Responsibilities	Staff Relations	Client Relations
<b>Impact on Your Role</b>		
abPRO Trainer	Public Representation	Others?

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**Stay Connected**

**alphabee PRO**

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