

# Rebrand Press Release

## Major Rebrand Announcement

### **LMA Professional Development announces major rebrand to PowerProv.**

Sydney based corporate training leader, LMA Professional Development, has unveiled a new name, a new logo and a new website as part of an extensive rebranding initiative. The service is now known as PowerProv.

The rebranding initiative coincided with recent changes to the company's internal structure and processes as well as the introduction of new service offerings. The rebrand has provided a platform to evolve the service offerings and to be a reliable, full-service, innovative, trusted, results-oriented provider to businesses across Australia and throughout the Asia Pacific region.

"This rebrand represents a significant step in the company's evolution and should help solidify our position as the #1 team building and 'fun' corporate training provider in the southern hemisphere," said Eran Thomson, Founder and CEO. "We've come a long way from our improv comedy roots and it's time we repositioned ourselves in the market accordingly.

The new name, logo and website were developed by Notice Corp., and reflect the company's passion for using the power of improvisation to propel people and teams forward so businesses can realise their full potential. The winding arrow "P" logo strategically resembles the personal journey of growth all humans and businesses enjoy.

The new website offers a simple and engaging design, easy to use navigation optimised perfectly for either desktop, mobile or tablet use. Access to essential information about services, workshops, results, reviews, as well as pricing information can easily be found. The website also has a blog called "The PowerProv Journal" with other helpful content.

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### **About PowerProv**

PowerProv develops and delivers unique and impactful experiences that transform teams, improve businesses, and change lives.

They partner with established and fast-growing organisations as an extended member of their team and bring playful sophistication and deep L&D expertise to their existing HR functions.

Their work aims to engage teams, foster innovation, improve collaboration and communication, and train leaders in foundational and emergent skills, critical to effective business practice today.

Learn more at <https://powerprov.com>