



## **“Ensuring Your Brand has a lasting Impact”**



### **Challenges and Barriers:**

- Ineffective decision making restricting your teams ability to think creatively & move forward successfully.
- Poor time management preventing your teams capability to accomplish projects & tasks on time.
- Team-Disassociation that Prevents collaboration and corporate growth
- Work-Life Imbalance resulting in ineffective customer relationship
- Progress Stagnation keeping your companies brand complacent & ineffective.
- Uncertainty of the organizations purpose creating confusion, rejection and anxiety to participate
- Limited Self & Professional Growth creating an inner challenge with worthlessness and depression giving the illusion of never getting ahead or failing
- Emotional disconnect from the organizations mission inhibiting self motivation and accountability.

### **Overall Benefit**

Each training workshop addresses & transforms the behaviors, attitudes & actions of your team. Once completed, team members develop habits that promote environments for strong Brand Equity through Accountability, Progress, Prosperity and Success.

### **Overview**

Our Corporate Development & Training Program addresses relevant problems many organizations face today. Because of various challenges, expectations and distractions, team members fall into the trap of stagnation and un-productivity. These traps directly affect the organizations brand, bottom line, employee turnover and overall growth.

It's been found that over 80% of Americans are unhappy with their professional position due to limited personal growth, Ineffective self development, limited or declining advancement training and stagnant professional development. These feelings directly impact the individuals, physical, emotional, mental and spiritual wellness. The end result creates weakened links within the organizations infrastructure. These barriers quickly permeate the company from person to person, then department to department then customer to customer. Happening at rapid rates of replication, the Brand suffers.

Our Corporate Development & Training Program is designed to reenergize the participants and to reestablish the human capital balance of the organization. Each workshop is tailored to the needs of the company and the position of the team members. At the end of each workshop, individuals experience increased levels of understanding and respect of organizational growth, higher levels of self accountability and are shifted from Position Stagnation into Position Elevation.

### **Signature Branding Workshops Offered but not Limited too..**

- Brand Development: "Have the Team R.O.W.E to Build Brand Equity"
- Brand Positioning: "The Power to Leverage Accreditation Seals"
- Brand vs. Branding - Process Improvement " Is This Working?"
- Leadership Development "LeadNeXt"
- Online Marketing & Social Media: "Leveraging Social Media"
- Goal Accomplishment: "Be M.O.R.E through Work-Life Integration"
- Team Building & Goal Setting: "Remove The Weakest Link"
- Strengthening Brand Equity: " The Customer *Really* Is The Boss!"
- Time Management & Productivity: "The 2nd Hand Watch"
- Talent Acquisition & Employee Retention: "Developing your "A" Team"

Impact Branding Consulting, Inc is capable and qualified to design and deliver trainings on any area needed pertaining to overall business development, public relations, branding, marketing, leadership, audit readiness & process improvement.



“Change Your Mind; Change your Life!”

*It's More costly to keep an Un-Trained Team than to Train the Existing Team.....*

*“It Always Seems Impossible Until It Is Done”*  
- Nelson Mandela

## The Goals that Will Be Achieved

- Understand the importance of maintaining work-life integration of our natural **4-Tier Alignment** (Spiritual, Mental, Emotional & Physical)
- Effective decision making utilizing the **Essential Movement Strategies System**
- Quickly Identify and Deflect unproductive behaviors, actions and attitudes that negatively impact the organizations ability to be progressive and successful
- Gain a clear understanding of the organizations purpose and how it lines up with the personal & professional lives
- Reenergize the Organization as a whole unit that is well balanced through leadership, branding and camaraderie.
- Improve the productivity of the team through effective and efficient management of projects and tasks on time using the **R.O.W.E Principle**
- Create teams & leaders who Strive to be **M.O.R.E** (Motivated, Optimistic, Resilient, Expectant)

## How Will Participants Benefit

In these hands on, interactive & exciting training programs, participants will learn the value of managing internal and external influences and how their mindset & behaviors directly affect the success rate of your organizations brand.

- Identify & Operate in the Mission and Vision for work-life integration
- Think & Live like a Confident and Successful individual
- Improve their work performance and time management skills
- Develop a Plan of Action for their next steps towards Productivity
- Eliminate Position Stagnation and Create continuous Position Elevation
- Reduce Fear & Seek Opportunities to Challenge their Capabilities

## Company Spotlight

Impact Branding Consulting, Inc is a Brand Development & PR Management Consulting Firm. We specialize in Strategic Branding, Performance Improvement, Audit Readiness and Training & Development. Founder & CEO, Natasha E. Davis is one the most effective branding strategist who has the ability to quickly identify challenging areas and efficiently implement solutions. Holding an MBA-M, BS-RN, CEME & CSMA she's been awarded with many honors and authored several books on branding.

## Who Should Participate?

Organizations who want to achieve an overall level of improved productivity and growth

- Healthcare Organizations & Staff
- Government Agencies
- Executives/ Managers/Staff Members
- Medium to Large Corporations
- Restaurants and Hospitality Companies
- Small Businesses/ Owners & Staff

## Investment for Successful Living

- Workshop Packages available for a minimum of 10 participants\*  
(Available in all States)

**Contact Us:** 678-390-2681

**Email:**

Admin@ImpactBrandingConsulting.com

**Website:** www.ImpactBrandingConsulting.org

## Format

- Onsite, Offsite, E-Learning Workshops available
- Personality Assessments
- Workbook provided to all participants
- Lunch provided for Workshops Participants\*

## Additional Incentives

- Complimentary **Profit Enhancer Analysis**
- 20% Savings on any **PR/Branding Service**
- 10% Savings on **Premium Training Services**