

Company Overview

Callosum is a service-based organization that helps companies align and enhance their brand platform by transforming their employees into brand ambassadors, by developing corporate identity, marketing collateral, web sites and social media channels and by bringing new product concept to market. Clients achieve increased retention, improved customer experiences, and enhanced brand value. Callosum believes relationships are the cornerstone to building a business and reaching your professional and personal goals. Each and every time you and your staff come in contact with a person, an opportunity exists to build relationships and loyalty, promote your message and strategically expand your network.

Primary service categories

Personal Branding

Callosum offers many curriculum modules in Leadership Development / Communications, Executive Presences / Wardrobe Grooming Content, Speaker Skills and Business Etiquette. Curriculum centers on building relationships through sharpening inter-personal skills.

- Account and Sales Team Training
- High-Potential and Leadership Training
- Internal Branding – staff engagement programs
- Individual Consultation

Company Branding

Callosum offers many services in branding and for marketing a company. Traditional Branding and Marketing Services include:

- Marketing strategy
- Budget development
- Tactical work plans
- Logo development
- Brand development
- Corporate identity
- Marketing /Sales collateral
- PowerPoint decks
- Newsletter
- Blogs
- Social media strategy and execution
- Web site development
- Signage, trade show graphics
- Promotional products
- Event marketing
- Sponsorship marketing
- Development / Fundraising
- Traditional & digital media public relations

Product Branding

Have a product idea, which you'd like to develop and bring to market? Callosum offers product development from concept to market launch. Product Branding Services include product conception, production sourcing, product branding, sample creation, and product branding.

Speaking Engagements

Callosum Founder, Clare Hefferren, is a pioneer in understanding the human element of branding. She combines the branding mind set with strategic action to make your company's staff, become its most impactful resource. Hefferren offers a fresh, optimistic viewpoint on achieving success and demonstrates how to reach corporate goals, improve retention and set an upward trajectory ROI by increasing the quality of leadership within an organization. In addition to the below favorite client topics, all training modules may be converted into speaker engagements.

- Business Networking 101
- Elevator Speech Training
- Social Media Strategy and Set-Up
- LinkedIn: Building Your Professional & Personal Network
- Brand Ambassadorship
- The Human Side Of Branding
- Image & Presence: How Are You Showing Up?"
- Maximize Your Presence & Influence with Personal Style
- Developing Your Executive Presence: A New Year, A New You

Visit our [website](http://www.callosumcreative.com) for more in-depth service options or email info@callosumcreative.com.

