

People-First BrandingSM FAQs

Q: Who typically participates in the People-First BrandingSM program?

A: The program focuses on three key employee groups that have direct contact with customers and the market in general: sales teams who bring business in, account teams who retain and build business, and executives who serve as the face of the company.

Q: Can you provide company examples that emulate People-First BrandingSM methodologies?

A: People-First BrandingSM means everyone in the company understands and has pride in “living and breathing” the company brand. Apple and Southwest Airlines are two excellent examples because virtually every employee who has contact with customers — from clerks and baggage handlers to corporate executives — convey the corporate brand and message in each and every customer communication.

Q: Is People-First BrandingSM offered nationwide?

A: In early 2009, Callosum Creative is focusing efforts in the Midwest; however program directors would be honored to consider other regions if budgets allow for facilitator travel expenses.

Q: Can companies whose sales teams are not centrally located participate?

A: Absolutely. Callosum Creative can perform assessments in the field, then bring teams together in central location for a condensed week of workshops. Ongoing development can be delivered in the field or in a central location, as needed.

Q: Can Callosum Creative provide names of companies that have completed the program?

A: Because the program launched in March 2009, no companies have completed the program yet. But Callosum Creative has helped scores of companies with branding and training issues. Contact Callosum Creative at callosumcreative.com or 773.406.2580 for more information.

Q: Why should companies use Callosum Creative instead of other vendors?

A: People-First BrandingSM is a one-of-a-kind service that integrates five disciplines — client relations, speaker skills, wardrobe/grooming, etiquette and nonverbal cues — with a branding perspective. You may find these individual services elsewhere, but will not get the same results from other facilitators who lack a branding mindset.

Q: How do I get my staff excited to participate?

A: Make it an honor to be chosen for the program. Participants are company standouts who show great potential, and they will learn new methods for achieving their personal goals and working more closely with their professional teams. The People-First BrandingSM program will enhance their skills and job performance.

Q: What does the entire program cost?

A: Cost varies widely depending on the number of people participating and the degree of training and follow-up they require.

Q: What is the typical cost per participant?

A: Prices vary widely based on the needs of the client. The average is \$5,000 for a quarter-long program containing eight workshops and follow-up development training.

Q: My budgets are slim; how can I afford this service?

A: Because the program is cross-departmental, funding can come from marketing, sales, business development and HR departments' professional development budgets.

corpus cal·lo·sum *n. pl.* corpora cal·lo·sa (kə-ˈlɒ-sə)

The arched bridge of nervous tissue that connects the two cerebral hemispheres, allowing communication between the right and left sides of the brain.

