



“My personal and presentation style are vital to developing a client relationship and inevitably closing deals. Callosum helps me live and breathe Cigna’s brand by creating a sharp, polished, professional look. I command attention and exude confidence which keeps me and my company top of mind.”  
Tricia Trout |  
Senior Sales, Cigna

## Increase ROI on your biggest investment - your staff.

**You’ve invested a lot in your brand.** When staff interfaces with the client they are a key piece of the brand. Do they make you proud? Callosum’s People-First Branding<sup>SM</sup> workshops and ongoing development help corporations elevate their brands through professional development of inter-personal skills. By aligning all service delivery elements — from client relations to leadership presence, public speaking to wardrobe/grooming and etiquette, ROI is increased as you invest in your greatest asset – your staff. Through consistent presence and brand delivery, enhance your reputation and retain customers.

At Callosum **we put people first.** We start at the ‘beginning’ — building the brand around your people to maximize profits by leveraging the investments already made. You’ve done a great job so far. Now take the next step: Let Callosum help you propel advancement through living, breathing brand ambassadors.

Easily aligned with corporate Human Capital/Talent Management tools and capabilities, Callosum tailors services along a sliding scale of complexity, duration and delivery based on client needs for male and female participants. In addition to core People-First Branding<sup>SM</sup>, Callosum partners to offer targeted off ramping, on boarding and leadership development programs. We’ll “activate” client facing resources to help support client relationships and revenue generation. Women’s initiatives, diversity teams and associations industry-wide currently invest with Callosum’s People-First Branding<sup>SM</sup>.

### CONCEPT

- Staff are a company’s best asset and greatest expense, yet are often under utilized.
- Educate staff they are key to the success of the marketing campaign.
- Highly-effective individual presence and presentation are a vital part of a brand.
- Access and maximize staff capabilities.

### INTENT

- Train employees to perform equally well in the areas of communication, image and etiquette.
- Sharpen staff to deliver consistent, polished messages through interpersonal skill development.
- Improve loyalty and staff retention through ongoing investment.
- Fill staff with performance confidence when interacting with clients.
- Harness the image of diversity through a cross-section of internal staff promotion.

**Callosum Creative brings together a team of experts to deliver our tailored four-stage program, which includes:**

**1. Assessment**

- Company and employee profiling
- External customer satisfaction analysis
- Development plan

**2. Workshops**

- Client relations
- Leadership presence
- Speaker training
- Wardrobe/grooming
- Business etiquette

**3. Continuing development**

- Executive coaching
- Custom speaker training
- Wardrobe consultation
- Custom etiquette training

**4. Follow-up and progress mapping**

- Re-assessment of company and employee profile
- External customer satisfaction analysis
- Final report

**RESULTS | BENEFITS**

	<i>Company</i>	<i>Manager</i>	<i>Individual</i>
Clear definition of desired company portrayal	x	x	
Clear definition of desired individual portrayal		x	x
Cohesiveness of brand and staff goals	x		x
Experiential integration of leadership development and executive best practice		x	x
Assessment of leadership capacity	x	x	
Identification of strengths and advancement opportunities	x	x	
Incremental revenue from client-facing resources	x		
Delivery of impeccable customer service	x	x	x
Higher close ratio	x	x	x
Client retention	x		
Staff retention	x	x	
Improved diversity quota	x		
Enhanced staff enthusiasm and efficiency	x	x	x
Confidence of role importance		x	x
Confidence in professional role			
Amplified marketability	x	x	x
Accountability and ownership of projects		x	x
High-level verbal and nonverbal interpersonal skills		x	x
Superior networking skills		x	x
Mature, credible, professional presence		x	x
Ability to command attention and become memorable		x	x
Unleashed staff potential	x	x	x
Company transformation	x	x	x



**What's unique about People-First Branding<sup>SM</sup>**

- Integration with overall culture, company mission and brand promise
- Callosum branding perspective methodology
- Optimize focus and growth of individuals to benefit team objectives
- Modular delivery
- Inter-relation of five disciplines: client relations, leadership presence, speaker skills, wardrobe/grooming and business etiquette
- Consistency and support for life of brand and company
- Callosum Creative Ltd. is a Women's Business Enterprise

To schedule a free consultation call at 773.406.2580 / 970.455.4586 or send an email to info@CallosumCreative.com.