

# Speaker Clare J. Hefferren

Have Clare Hefferren present at your next event



Clare Hefferren puts the human equation back in business. President and founder of Callosum Creative, Hefferren is a pioneer in understanding the human element of branding. While engaging audiences, she presents a fresh mind-set on stepping beyond campaigns, initiatives and pricing tactics to leverage a company's biggest investment — its staff. She illuminates the frequent breakdown between a successful brand and staff portrayal of it, then shares

methods to increase the “quality” of leadership and revenue generation using best in class development techniques. Encouraging open development strategy dialogue, Hefferren demonstrates how to reach corporate goals, improve retention and set an upward trajectory ROI. In these challenging times, Hefferren offers a fresh, optimistic viewpoint on achieving success. She combines the branding mind set with positive and strategic action to make your company's biggest investment become its most important and impactful resource.

“Ms. Hefferren is one of the sharpest women I know. She infuses both strong analytical and organizational abilities (left brain) with outstanding aesthetic and creative strengths (right brain). I highly recommend you meet with her... to learn more about this highly effective and innovative approach to leveraging your marketing and training investments to achieve tremendous results. You will be glad you did!”

Kevin M. Gross | KMG Enterprises

callosum creative ltd.  
people-first branding<sup>SM</sup>

## Human Element of Branding

### PEOPLE-FIRST BRANDING<sup>SM</sup> INTRODUCTION

Before a company can offer its services or product, it must first build a trusting relationship and listen to client needs. Staff is the frontline to the customer. Are you proud of your staff?

In a session designed to give companies a bird's eye view into the strategy, methodologies and value of People-First Branding<sup>SM</sup>, Hefferren focuses on explaining the risk inherent in breakdown between a successful brand and staff portrayal.

#### Attendees will learn:

- How to eliminate the risk of losing credibility and customers by creating consistent presence and delivery in your greatest asset — your staff
- Necessity of executive buy-in and commitment to human capital development methodologies
- Importance of aligning staff behavior and actions with the brand mission
- How to ‘activate’ client facing resources to help support client relationships and revenue generation.
- Tools to healthy, productive interpersonal skill development exercises
- Facilitation process

**Ideal candidates:** Executives, decision makers, leadership development and diversity teams

### THE HUMAN ELEMENT OF BRANDING

Each and every time your associates come in contact with clients, an opportunity exists to build relationships and loyalty, promote your firm's brand message, and identify additional client challenges and revenue opportunities. Capitalizing on these opportunities can occur only when your front-line personnel are prepared internally and externally to engage with your clients.

Stepping beyond traditional marketing methods it's essential to understand the human element of branding. Presenting a fresh mind-set on stepping beyond campaigns, initiatives and pricing tactics leverages a company's biggest investment — its staff. By aligning all service delivery elements — from client relations to leadership presence, public speaking to wardrobe/grooming and etiquette, ROI is increased. Aligning staff and corporate brand through consistent presence and brand delivery, enhances your reputation and retains customers.

## Image and Presence

With branding and fashion expertise Hefferren continues to facilitate the wardrobe/grooming distinction of the People-First Branding<sup>SM</sup> program. Converting four workshop topics to speaking topics she shares her wisdom.

**Ideal candidates:** Leadership development, professional development, sales teams, account teams, high-potential employees

## MAXIMIZE YOUR PRESENCE THROUGH FIGURE AND COLOR EDUCATION

Appreciate the science behind creating an effective wardrobe. Build a foundation by learning the best methods to flatter your shape, gain attention through color and set your audience at ease.

### Attendees will learn:

- Proper silhouette for your shape
- Proper colors for your skin tone
- How to accent your assets and camouflage your flaws
- Psychology of colors
- Top 10 personal image do's and don'ts

## INFLUENCING WITH PRESENCE AND PERSONAL STYLE

First impressions are hard to change. Fuel your career goals by creating a consistent memorable image that improves presence and confidence.

### Attendees will learn:

- Garner a stellar image reputation
- How to build a personal signature style
- Sourcing inspiration
- Setting your audience at ease
- Sure fire methods to stay top of mind

## STRATEGIC SHOPPING WITH FINANCIAL AND TIME EFFICIENCY

Spend your money wisely. The average manager-level professional spends \$5,000 annually on wardrobe. With knowledge and tools, you can cut your budget and get more bang for your buck. Find out what you don't need, how to shop with purpose and buy only items which enhance your image.

### Attendees will learn:

- Formula for a balanced wardrobe
- Assess current wardrobe and create strategic shopping list
- Reinventing and retooling current wardrobe
- Create a wardrobe budget
- Navigating shopping outings and retailers
- Building sales associate advocates

## NAVIGATING THE BUSINESS CASUAL GAME

Dress codes are inconsistent at best. Maneuver through business casual corporate dress codes to enhance your presence and highlight your company contributions.

### Attendees will learn:

- Deciphering code versus culture
- Mirroring audience
- Innovative ways to improve culture image
- Attention versus distraction
- Dress code litmus tests

## About Clare Hefferren

Hefferren puts 19 years of experience in branding, fashion, graphic design and project management to work at Callosum Creative Ltd. She began her career in graphic design and rose quickly to the position of creative director, working for marketing communications and dot-com companies in Chicago, Vail, San Francisco and Venice Beach. Hefferren holds a bachelor's degree from Wittenberg University and an associate's degree from the Fashion Institute of Design and Merchandising. Her scholarly recognitions include membership in the Phi Theta Kappa Honor Society, a 2003 Product Development Award and valedictorian honors. Hefferren has been featured on television and in publications around the country including Crain's Chicago Business, ABC's 190 North, Metromix on CLTV, Time Out Magazine and Post-Tribune. She is active in her community through Step Up Women's Network and The Evening Associates of The Art Institute of Chicago.

## About Callosum

Callosum Creative's People-First Branding<sup>sm</sup> workshops and ongoing development help corporations elevate their brands through professional development of brand ambassadors. In a commoditized market, 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. Aligning staff and corporate brand through consistent presence and brand delivery, enhances your reputation and retains customers.

People-First Branding<sup>sm</sup>'s five disciplines easily align with corporate Human Capital/ Talent Management tools and capabilities.

Callosum Creative Ltd.  
is a Women's Business Enterprise.

## To arrange a speaking engagement

call: 312.288.8079 / 970.455.4586  
email: [clareh@callosumcreative.com](mailto:clareh@callosumcreative.com)

**Corporate workshops available** in a variety of formats - speeches, seminars, lunch-and-learns and workshops customized for your group