

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.

Human Element of Branding

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

PEOPLE-FIRST BRANDINGSM 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 BrandingSM, 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

“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

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.

Attendees will learn:

- Fostering a culture of brand ambassadorship
- Empowering the individual through self-awareness
- The how and why of creating a personal brand
- Maneuvering internal and external networking
- Align personal and corporate brand through a 7-second elevator pitch.

callosum creative ltd.
people-first brandingSM

Image and Presence

With branding and fashion expertise Hefferren continues to facilitate the wardrobe/grooming distinction of the People-First Brandingsm program.

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 and colors for your skin
- 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:

- How to build a personal signature style
- Garner a stellar image reputation
- 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, create strategic shopping list and budget
- Reinventing and retooling current wardrobe
- Navigating shopping outings and retailers

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

About Clare Hefferren

Hefferren puts over twenty years of experience in branding, fashion, graphic design and project management to work at Callosum. She began her career in graphic design and rose quickly to the position of creative director, working for marketing communications and dot-com companies nationwide. 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, WGN Radio, ABC's 190 North, Metromix on CLTV and Time Out Magazine. She is active in her community through Step Up Women's Network.

About Callosum

Callosum helps businesses with \$20M to \$200M in revenue transform their staff into company brand ambassadors who deliver consistent, polished, and memorable client communication and interactions. Through an extensive program of workshops and coaching in leadership, presence, wardrobe/grooming, speaking and etiquette, businesses achieve increased client retention, improved customer experiences, and enhanced brand value.

People-First Brandingsm'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

Corporate workshops available.

WWW.CALLOSUMCREATIVE.COM