

## Accelerate Your Brand & Make It Work for You Christine Leuthold As Your Next Speaker



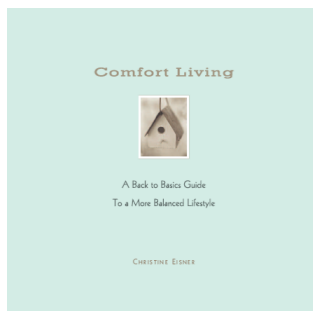
- For an organization to cultivate strength and integrity, the brand must go beyond logo, lobby and letterhead and connect to its core identity.... That's where Christine comes in.
- Christine's approach to brand acceleration is accessible and effective, tapping into existing resources that leadership teams, department heads and other stakeholders can put to *immediate* use to connect messaging with day-to-day implementation.
- With her easygoing style and blue chip credentials, Christine has developed a unique way to understand, discuss and integrate brand messaging for organizational integrity and growth.

### Connection + Identity = Growth

Aesop had a fable about sticks. Taken individually, each stick was snapped in two, but when bundled together, they reinforced one another and possessed tremendous strength. This holds true for organizations too. Simply put, when identity and brand are fully integrated across departments and disciplines, everyone feels it and growth is inevitable.

**Christine Leuthold** is a proven innovator in brand development and integration. As Creative Director and Founder of C Insight Group, her approach is equal parts strategy, leadership and implementation. Benefitting private and public sector organizations include **JP Chase, Ralph Lauren, Appletiser, SCAD** and **Wellness Within Your Walls**.

Ever-focused on connecting core identity to implementation, Christine is able to connect exactly the right people, programs and resources to direct brand messaging towards key stakeholders... potential and past clients; staff; investors and advisors; donors and volunteers; the media; and the general public.



A ForeWord Reviews "Book of the Year"  
'09 Finalist for "Body, Mind & Spirit"

★★★★★ from Amazon's #1 "Top Reviewer"  
★★★★★ from 9 Amazon "Top Reviewers"

**Comfort Living: A Back-to-Basics Guide to a  
More Balanced Lifestyle**

From her focus on core identity as relates to individual quality of life, she authored the critically-acclaimed book and the *Treasures & Obstacles* companion book.

### Talk Topics:

Possible formats include keynote presentations, facilitated round table discussions, moderated panels and multi-day retreats.

- **Core Identity Connection: What It Is & Why It's Important**
- **Keeping Your Brand Up to Speed When You're Growing @ the Speed of Light**
- **Identity Crisis: Do You (and Your Stakeholders) Know Who You Are?**
- **The New Brand = Being a Great Company**
- **Brand Alignment Bull's Eyes & Ones that Missed the Mark**
- **A+ Logo Creation - Linking Concept to Details**
- **Into the 5th Dimension: A New Look at Brand Development**
- **How to Take Your Brand on the Road... and Then Right Back Home Again**
- **Brand Integration: Working With Your Staff Across Disciplines & Beyond**
- **Starting Up or Starting Over: Branding Basics & Battle Stories**



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