



Presents a unique opportunity at your choice of two locations:

Bloomington
Tuesday, June 27
7:30am-9:30am

**Integrity Learning
Center**
816 S. Eldorado Rd.
Suite 5



East Peoria
Thursday, June 29
7:30am-9:30am

**East Peoria Chamber of
Commerce**
201 Clock Tower Drive
Fondulac Room

In today's competitive business environment, it's easy to focus on outdoing the "other guy" or on luring customers with costly sales promotions. What if the focus was on competing against yourself instead of other businesses? What if you realized long-term gains because customers were loyal rather than driven by short-term incentives? When others are relying on manipulation to gain customers or retain employees, you can distinguish your business by branding the "why" – why you started your business in the first place, why your business exists, why you do what you do, and why anyone should care. This interactive and insightful workshop introduces a unique branding method that can be applied to any type of business or organization, new or existing. In addition to developing a business brand profile, participants will:

- Discuss the difference between making transactions and building loyalty
- Compare the components of brand identity and brand personality
- Review examples that show the significance and benefits of focusing on the "why"
- Learn how customers and employees alike can be inspired to become raving fans

Register for one of the following dates and locations • Seating is limited; register today!

BLOOMINGTON: Tuesday, June 27, 2017 • 7:30am–9:30am • Integrity Learning Center

Registration: <https://www.integrityts.com/services/learning-and-collaboration/> • 309-664-8150

EAST PEORIA: Thursday, June 29, 2017 • 7:30am–9:30am • East Peoria Chamber of Commerce

Registration: email Audrey@epcc.org or call 309-699-6212

Fee: \$60 – includes light refreshments and participant materials

Presented by Cindy Byrd, founder/owner, image potential training & consulting

Helping businesses and organizations communicate with insight and impact

309-657-7528 • www.linkedin.com/in/cindybyrd