

Memo from the founder



It's the simplest thing. Don't we all want to be liked? Brands are no different.

And it's the most complex thing. Understandable and memorable communications, effective programs that influence outcomes, building culture that honors the connection between brand and customer—that's neuroscience, psychology, behavioral science, intention, business strategy—and I'm the geek that cannot get enough of it.

As a professional, it's a thrill to work with companies, associations, and nonprofits to help them achieve their goals, to make their vision reality.

As a person, I'm all about bringing more love into the world. Because it's amazing what happens when a customer or client feels special about a vendor, cause, or brand.

Just out of B-school, my first sales assignment at HP was calling on "installed base" minicomputer customers. It was more than selling more equipment—it was learning their businesses, finding out what made them successful, and building personal relationships. I put thousands of miles on rental cars, driving from city to city to attend user group meetings, shake hands, and ask how my customers were doing. And their families.

Almost two decades later I had the privilege of leading Microsoft's Executive Briefing Center. My fabulous team worked with sales reps around the globe to build amazing experiences for top executives from the company's biggest and most important customers.

Now, as I write this in 2020, I have nearly ten years of sharing what I know as a speaker, coach and trainer, and consultant. I love and learn from all my clients, and a few of the favorites that make me smile include—

- The software company whose product teams shone at their annual user conference in front of nearly a thousand of their customers, with the right message and confident delivery.
- The space-industry executive who lived his dream, delivering the TEDx talk we crafted together.
- The nonprofit Executive Director who doubled her organization's annual auction results.
- The attorney who got highest speaker scores at her conference, training other attorneys in a complex but critical corner of the law.

Building relationships is in my DNA. With customers, employees, partners, investors, donors, volunteers.

It starts with audience focused and benefit led **communications**, well delivered in print, online, or in person; in boardrooms or conference centers.

Then, the right **programs** build value, the right processes make it happen predictably and repeatedly. The right **culture** makes sure it becomes part of your organization's DNA, too.

I love helping my clients build strong relationships, sharing what I know and do well with my own speaking, plus coaching, training, and consulting.

I'd love to work with you and your team.

I'm about making sure you love what you learn. You know, bringing more ❤️ into the world, one customer relationship at a time.

Let's work together!
Bryan

