

# Topic Summaries

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*\*Other customizable topics in these areas are available upon request.*

- > *General session and breakout session topics*
- > *Presentations are customizable to meet specific audience needs*
- > *Topics for executives, management, directors and staff*

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## BRANDING & MARKETING

### Top 10 Marketing Trends Every Business Should Know

Organizations must become savvy marketing organizations to survive in the future, which means they must have a working knowledge of this key field.

As a marketing executive and author, Arnold provides thoughtful insights for organizations to consider. This session examines trends including:

- Marketing & technology fields merging
- CRM will dominate
- Sales culture rules!

*Note: This session can be modified for staff and managers.*

### Got Brand? Successful Branding Strategies

Does your organization have a strong brand identity? When your members see your organization's logo or hear the organization's name, does a consistent image come to mind? By giving brands distinctive qualities, brand marketers create loyalty for their products, services and organization.

Having led his organization through a name change process, Arnold provides practical information on what to do and not do with your organization's brand. This session provides:

- The lexicon of branding
- Brand benefits
- Tactics for implementing a branding program
- Brand consistency

### Building A Lasting Brand—Advanced Branding for Organizations

Branding is more than just changing a few brochures or the look of a newsletter. Much more. A true comprehensive branding program will take years to develop and will impact the entire organization. Your organization doesn't just "do" branding one year and mark it off its "to do" list: your organization must "live" the brand every day.

Having led his organization through a name change and ongoing branding efforts, Arnold provides practical information on what to do and not do with your organization's brand. This session provides:

- Maintaining Brand Consistency and Momentum
- Lovemarks & Emotional Branding
- Gaining Staff Buy-In
- Brand Leadership in the 21st Century

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## STRATEGY & LEADERSHIP

### Developing A Vision: Strategic Marketing & Planning

Newsletters. Inserts. Brochures. Direct Mail. That's all that is involved with marketing. NOT! While that may have been the case 10 years ago, marketing now requires advanced applications. For organizations to successfully compete in today's competitive environment, they must

have a clear vision and a strong plan. They must have strategic marketing and planning.

As a organization marketing executive, Arnold provides hands on instruction for planning your marketing efforts. This session covers the following points:

- Strategic marketing planning
- Implementing the marketing plan & measuring performance
- Writing a organization marketing plan

## GENERATIONAL

### Pearl Harbor or Pearl Jam? Marketing Across The Generations

Rotary phones. Touch-tone phones. Cell phones. Each generation identifies itself with unique cultural images. Consumers active in today's marketplace can also be divided into four distinct groups: Matures, Baby Boomers, Xers and Dot Comers. Your willingness and adaptability as an aggressive marketer will determine how successful you are in reaching and bridging these critical age ranges.

As a financial institution marketing executive, Arnold gives key points on how to conduct generational marketing. This session provides:

- An overview of Matures, Baby Boomers, Generation X and Generation Y
- Practical ways financial institutions can market to each generation
- Financial products each generation finds appealing

### Why Y: Strategies To Reach The Dot-Com Generation

"Never trust anyone over 30." If that popular movie line is correct, how can organizations reach anyone under 30? For organizations to survive in the future, they must successfully market to the 18-35 year old age segment. Arnold presents information about one of the most misunderstood groups of people: the Dot-Com Generation. This session provides:

- An overview of the Dot-Com Generation
- Practical ways organizations can market to Dot-Comers
- Financial products Dot-Comers find appealing

### Xasperating to Xillerating: (How To Work With Generations X & Y)

"I don't understand my Xer employees," is a refrain heard often among organization officials. Relating better to GenX employees helps organizations improve their productivity. This session offers:

- An overview of Generation X and Y
- Making the work environment appealing to Generation X and Y
- Supervising Generation X and Y

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## GENERATIONAL

### When Employees Act Their Age: Generational Differences in the Workplace

Work as duty. Work as means to leisure. Work as a challenge. Different generations approach employment differently. Employees active in today's labor market are divided into four distinct groups: Matures, Baby Boomers, Xers and Dot Com Generation. Your willingness and adaptability as a progressive supervisor will determine how successful you are in managing and bridging these critical age ranges.

As a manager of multiple generations, Arnold gives critical points on how to better work with each unique group. This session provides:

- An overview of Matures, Baby Boomers and Generations X and Y
- Making the work environment appealing to different generations
- Supervising various generations
- Creating an intergenerational work environment

## PERSONAL GROWTH

### Think Huge: How to Elevate Your Life and Your Business

In late 2002, owners of the different looking casual shoes "Crocs" sold about 1,000 pairs of shoes over one weekend. When sharing their idea with a new business partner, he had two words for them: "think huge." Just four years later, Crocs were selling over 6 million pairs of shoes per year. How did they go from 1,000 to six million pairs: they thought huge. How do you build a successful career and life: you think huge. This session provides:

- Think vision
- Think passion
- Think people
- Think learning

As a motivational speaker, Arnold provides insights from his adventures climbing the tallest peak in the continental United States (Mt. Whitney) and running multiple marathons.

### Transformational Leadership: Going From Managers to Leaders/Mentors

"Everything rises and falls on leadership," writes author John Maxwell. The challenge for many organizations, however, is that too many supervisors are managers and not leaders. Whether it is a new supervisor, seasoned manager, vice president or even "chief," all organizations need not just managers but leaders/mentors.

As a organization executive, Arnold gives practical ideas on how to transform business managers into leaders/mentors. This session offers the following:

- The difference between managers and leaders/mentors
- Staff development techniques
- Cultivating your staff's strengths
- Mentoring tips and tactics
- Creating a mentoring culture