

## **Callosum Creative Ltd. Launches People-First BrandingSM — Employee Training and Professionalism**

*People-First BrandingSM allows companies to protect their investments in corporate branding, campaigns and promotions by ensuring their employees present themselves and the company in a consistent, cohesive and highly professional manner.*

### **March 6, 2009 - [PRLog](#) -- Callosum Creative Ltd. Launches People-First BrandingSM — a Revolutionary Approach to Employee Training and Professionalism**

Chicago, IL — Callosum Creative Ltd. announces the launch of a revolutionary service designed to help companies' top employees "live and breathe" the organization's message and brand. **People-First BrandingSM** allows companies to protect their investments in corporate branding, campaigns and promotions by ensuring their employees present themselves and the company in a consistent, cohesive and highly professional manner.

"Companies typically tell employees what to sell, but often neglect to fully explain to staff how their personal interactions affect the brand and prestige of the company," says Clare J. Hefferren, president and founder of Callosum Creative. "People-First BrandingSM — the first corporate education program of its kind — immerses participants in customized training that hones communication, image and etiquette skills to align staff at individual, group and company levels."

The People-First BrandingSM program focuses on three key employee groups that have direct contact with customers and the market in general: sales teams who bring business in, account teams who retain and build business and executives who serve as the face of the company. "The program's end result is increased sales, client retention, improved marketability, a higher close ratio, staff enthusiasm and efficiency, a fresh perspective and a competitive edge," Hefferren says.

In this economic climate, having a nimble, productive staff is critical to success. "People-First BrandingSM gives employees the tools they need to make a marked improvement in their performance — and the company's bottom line," Hefferren adds. Callosum Creative brings together a team of experts to deliver the tailored four-stage program, which includes:

#### **1. Assessment**

- Company and employee profiling
- External customer satisfaction analysis
- Development plan

#### **2. Workshops**

- Client relations
- Leadership presence
- Speaker training
- Wardrobe/grooming
- Etiquette

#### **3. Continuing development**

- Executive coaching
- Custom speaker training
- Wardrobe consultation

- Custom etiquette training

#### **4. Follow-up and progress mapping**

- Re-assessment of company and employee profile
- External customer satisfaction analysis
- Final report

Callosum Creative's People-First BrandingSM can transform your company, taking your staff members' interpersonal skills to the next level and unleashing their full potential. Read more at [callosumcreative.com](http://callosumcreative.com) or call 773.406.2580.

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#### **About Callosum Creative Ltd.**

Founded in 2005, Callosum Creative began as a full-service branding firm. Finding a consistent disconnect between brand materials and staff brand portrayal, the company added a staff professional development division in 2007, and the People-First BrandingSM premier service in 2009. Consulting on leadership skills, wardrobe, service mindset, etiquette and non-verbal cues, Callosum Creative helps companies and their employees bring brands to life. Read more at <http://www.callosumcreative.com>.

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