



Check out the newly revised and expanded *Be Your Own Brand!*

Karl D. Speak

The Power of Brand Alignment

Karl's a straightforward guy who knows how to tailor his message to any type of audience and deliver it with humility and high energy. No one is more fluent, articulate, passionate and engaging on the topic of growing customer relationships and using the *Power of Brand Alignment* to ignite employees' passions for your organization.

Sales people and organizations who embrace the *Power of Brand Alignment* have the highest level of customer engagement and win most often. Karl delivers his innovative, straightforward and practical message of brand alignment in a highly interactive, fun style punctuated with many real-world stories. Karl's reputation as a global speaker is built upon his almost 30 years of experience working with organizations to build stronger corporate brands and helping thousands of sales professionals use the power of personal brand (based upon his pioneering book on personal brand, *Be Your Own Brand*) to foster the highest level of customer loyalty. His *Power of Brand Alignment* message has been enthusiastically received by tens of thousands of individuals from over 25 countries around the world.

"Karl Speak *mesmerizes audiences* with his capacity to turn the "take-for-granted" into the profound. People who believe brand building is the province only of market researchers and ad writers leave with a deep and affirming realization of their personal power for creating and enriching a brand."

Chip Bell

Author, *Magnetic Service: Secrets for Creating Passionately Devoted Customers*

"Your speech to the President's Club at our National Sales Meeting really gave us an understanding of what brand is that we didn't have. You made a *big impact* on our executives and their understanding of brand as a real-world business tool, and not some academic marketing concept!"

Elaine Kramer

VP of HR, Pulte Homes

"We chose Karl because of his *global reputation* as a brand management expert. He made the concept of brand work for our people in 23 countries. He introduced our brand to key executives in a compelling and relevant way."

Giles Elliot

Director, Skandia, Stockholm

A Sample of Popular Speech Topics . . .

Sales Audiences

Are Your Sales People Selling Products or Your Company's Brand?

Many corporate strategies now focus on growing the top line. This is requiring expanding the customer relationship to support selling a larger suite of products or establishing a new solutions-based relationship. Karl addresses this issue head-on with practical advice on selling the "how" and not the "what" of an organization. Sell brand first, product transactions will follow.

Are Your Customers More Loyal To Your Salespeople or Your Company?

Karl will show your audience that it doesn't have to be either or, but by embracing the *Power of Brand Alignment* both brands can flourish in a way never imagined.

Are You Taking Advantage of the Power of Positive Perceptions?

Most salespeople and customer service professionals focus on what they accomplished during interactions, not the perception they left with the customer. The perception left today sets up the on-going relationship and context for the next interaction. Karl's popular and straightforward message on perceptions will be an eye-opener for individuals, no matter how long they have been working with customers.

Are Your Salespeople Leveraging the Power of Their Personal Brand?

When you understand brand on a personal level its power increases dramatically. Whether as a sales training tool; a personal development tool; or a leadership development tool; brand can bring big new insights into everyone's relationship-building skills.

“Karl Speak is a speaker in a class by himself! He is *amazing in his ability to engage people of all levels* and make them feel like brand experts. I have produced the best and Karl Speak is in the upper echelon of speakers.”

Dan Yaman
President, Live Spark

“Your presentation certainly brought a *new perspective* on brand to our audience of brand professionals!”

Bryn Mooth
Editor, HOW Magazine

Who is this guy?



A proven executive brand management expert, who's also a great speaker!

Karl has been speaking on brand for over 27 years. He's an expert on corporate brand, personal brand and internal brand building.

At the foundation of his experience and knowledge are his activities connected with Brand Tool Box, Ltd., the company he founded in 1984.

A global brand management expert with a client list to prove it.

Karl has worked with clients such as 3M, BASF, BMW, FedEx, Honeywell, IBM, Motorola, Pulte Homes, Skandia, Sony, Stanley

Executive Audiences

The Practical and Relevant Guide of Brand for Executives.

After almost 30 years of working with executives of organizations of all sizes and virtually every industry, profit and non-profit, Karl knows how to make brand real for executives. Karl boils down the topic of brand into the four things that an executive needs to know about brand.

Growing Through the Power of Customer-Centric Leadership.

Highly engaged employees and high performance teams are energized not by what the organization does, but by the difference they make for a customer. Karl shows audiences how the *Power of Brand Alignment* is the framework that will focus employees on the things that matter most to customers. Higher levels of customer engagement drive higher levels of employee engagement and vice versa.

Professional Audiences

Professional Service Client Loyalty = Personal Brand + Firm Brand.

Karl has an energizing and practical message about the *Power of Brand Alignment* for professional services firms.

Women Audiences

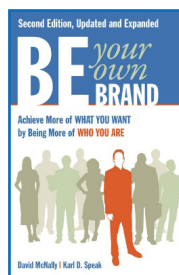
Women Business Professionals: Use the Power of Perceptions to Catapult Your Career.

Karl has spoken to a number of different women's groups inside organizations and in public forums. In his highly engaging style he helps audience members understand how not to be held prisoner by how people perceive them, but use the power of perceptions to get credit for their strengths and build relationships that will take their career to the next level.

Tool Works, Target Corporation, The Scotts Company, The Wall Street Journal, and Walgreens.

Author and Recognized Brand Expert

Karl is the co-author of the newly expanded and revised best-selling book, *Be Your Own Brand* (the first version was translated into 11 languages). He has developed five training



workshops; has been quoted in many business publications such as Business Week, Forbes, and many different newspapers in the U.S. and Europe; and appears on various radio and television news programs. Karl has taught in MBA programs at the University of Minnesota, University of St. Thomas, and University of Westminster in London and ESADE School of Business, Madrid.



Visit the website for Karl's latest thoughts and articles.

www.brandtoolbox.com

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