



**Creating The Living Brand™**  
 The Living Brand™ program gives your organization the tools that it needs to turn every employee into a Brand Ambassador.

**The Partnership behind The Living Brand™**



**The premier personal branding and image communication firm**  
 The Image Studios empowers people to live the highest leadership values by looking, speaking, and behaving in a manner that attracts visibility, respect, and influence. We develop presentation skills, improve business etiquette, and enhance personal brand communication all of which critically impact business success.



**Practical leadership solutions crafted to work in the real world**  
 inTerraCT Consulting is a leadership consulting firm that develops leaders, empowers their teams, and creates cultures where those leaders thrive. Our company was born of engineering and MBA minds who demonstrate that business acumen does not have to be mutually exclusive to soft skills.

**Why You Need Us**

**Your People Are Your Brand**

Regardless of the formal branding efforts, customers experience your organization through the images and actions of your people.

**Branding Matters at Every Level**

While the public face of your senior leaders is very important, your brand is reinforced or undermined every day in the interactions that your employees have with vendors, customers, and the world at large.

**Employment Branding is More Than Marketing**

Your organization's on-campus and marketplace reputation is very much driven by candidate experience with alumni, employees, and talent acquisition processes.

**How You Benefit**

**Grow Profits**

Employees learn the keys to creating and maintaining relationships that are critical for driving revenue, selling ideas, and collaborating with stakeholders.

**Initiate Transformation while Minimizing Associated Risks**

Take advantage of our deep experience in individual and organizational transformation to ensure that the right messaging is delivered to create change while honoring your cultural values.

**Integrate Ambassadorship for Sustainable Change**

By weaving the The Living Brand™ into talent management processes, the company can continue to reinforce learnings until brand ambassadorship becomes an integral part of corporate culture.

**Who We Help**

- Deloitte
- National Black MBA Association
- Fannie Mae
- BMO Private Bank
- US Department of Justice
- WNBA
- MorningStar Inc
- Society of Women Engineers
- The Boston Consulting Group
- Merck
- Health Care Service Corporation

- General Mills
- Walmart
- ULTA
- Oklahoma State University
- USG Corporation
- Motorola
- PepsiCo
- Kraft
- ACH Foods
- Carnegie Mellon University
- AARP

**What We Do**

- Coaching
- Corporate Advisory
- Brand Strategy Facilitation
- Live Training and Webinars