



SUZANNE TULIEN

**Brand Culture Architect
Experiential Facilitator
Author**

Identify it. Define it. Live it. Profit.

For 23 years, Suzanne has been inspiring and driving organizational alignment through internal brand definition, stakeholder engagement, and process refinement. Suzanne is co-pioneer of a proven, step-by-step, dynamic methodology that digs deep and transports her clients and audiences into a refreshingly brand-conscious, authentic and inspiring way of being.

As co-author of ***Brand DNA: Uncover Your Unique Genetic Code for Competitive Advantage***, she is helping to pave the 'inspiration highway' for business growth through conscious, internal brand definition and transcendence. As a dynamic, high-energy speaker and certified trainer in accelerated learning methodologies, Suzanne is leading business growth with advocacy, intention, momentum and purpose. (See sample topics on back)

Co-Author of: **Brand DNA**
***Discover Your Organization's Genetic Code
For Competitive Advantage***



Inquiry@brandascension.com
www.BrandAscension.com

***Compelling, Thought-provoking,
Fun & Engaging...***

Some of Suzanne's Most Requested Topics:

• Stop Marketing, for now, Start Branding!

Did you know, 40% of your marketing dollars are wasted? Small businesses spend too much on marketing efforts that don't produce expected ROI. Your brand doesn't start with external messaging. It starts internally with your brand's DNA. And until you can identify, define, and become it, your marketing will continue to fail you. Learn the secrets to maximizing your marketing efforts by building brand from the inside out!

• Identify, Define & Become Your Unique Personal Brand!

Most of us don't take the time to work on ourselves, realize our strengths and leverage our unique abilities to live our potential. But when we do, amazing transformation occurs and our lives begin to change for the better. Is it time to stop letting the world go by without you taking full advantage of it!

You see, everyone already, has a personal brand; some great, some unremarkable, and some are even flat out 'negative' in the minds of our colleagues, peers, family & friends.

The real question is, 'are you in control of your personal brand image?' By becoming more conscious, strategic and deliberate in understanding ourselves, we get to be in greater control of how we show up in life, the opportunities we attract, and make life-changing decisions.

• Making Your Brand Make Sense!

When we truly understand how our customers make buying decisions – a whole new opportunity unveils itself in the realm of creating multi-sensory experiences. Learn how multi-sensory experiences can build greater bonds between your customer and your brand.

• Thinking Differently About Brand Differentiation

One of the three most powerful attributes of a successful brand is DIFFERENTIATION. Mistakenly, the first place many business owners look for differentiation is within the product features they are selling. However, the most compelling brand differentiation strategies come from a deeper level within a business – connecting to an emotional component within their targeted customer base! Learn more about how you can differentiate at these critical levels.

• Uncovering Your Brand's "Why" & Fully Embrace It

Long gone are the successful days of heavy, gimmick-laden marketing campaigns. Customers today are seeking experiences that are relevant, transparent and consistent; and most of all, they want to be associated with brands that inspire them, feeling a part of something bigger than the product or service itself. Get ready to uncover a new tenet for generating full-on advocates who believe in your cause from deep with their hearts and minds, recruit others, and champion your brand. Based on the first-ever Inspiration Index®.

• Building a World Class Brand on a Small Business Budget!

Most small to medium sized businesses are advised to spend 8-10% of their revenue in marketing efforts and yet it is reported that 40% of those dollars are wasted! Find out why! Learn the SECRETS of how your customers REALLY make buying decisions and why the first 7 seconds of contact with your customers is integral to their buying decision and loyalty to you. Learn how to enhance your brand's overall customer experience without spending one dollar in marketing! How do they do it? Follow best in class with these intriguing case study examples.



WHAT OTHERS ARE SAYING:

"I just wanted to thank you again for such a GREAT session last evening and to let you know that I'm very anxious to start reading the book I bought. When I got in the office this morning I immediately started to ask our staff some of the questions that I learned from you (I'm surprised at what I'm hearing.) Thank you again."

- Jariah R. Walker, Walker Asset Management Realtors

"Suzanne is a dynamic speaker who is highly engaging with her audience. Her brand building exercise is one of the best I've seen in a classroom. My students were very impressed with what they came up with in such a short time. Suzanne drew out creativity they didn't even know they had. From beginning to end, she holds the attention of the audience."

- Andrew Czaplewski, Ph.D., Associate Professor, Marketing & International Business, College of Business, UCS

"Suzanne has facilitated training in our organization to bring the branding basics to our team. She is dynamic, entertaining and engages all the senses in her training methods. If you are looking to elevate your brand and engage your team in the process, I highly recommend her."

- Jane Peck, Administrator, Endodontist Specialists of Colorado, LLC

Professional Credentials:

- Founder + Principal of The Brand Ascension Group
- Co-Pioneer of the Brand DNA Methodology
- Co-Author: Brand DNA, Uncover Your Organization's Genetic Code for Competitive Advantage
- Author of ebook: The 6 Myths of Small Business Branding
- Speaker/Facilitator/Certified Trainer, Level II
- Certified in Accelerated Learning Methodologies
- President, Pikes Peak Advertising Federation, 2006-07
- Middle Market Entrepreneur - President - 2014-17

Some of Her Speaking Clients/Associations:

- InterCall Business Productivity Seminars
- Microsoft Office Live Small Business Series
- EWomenNetwork
- National Association of Women Business Owners (NAWBO)
- Colorado Springs Women's Express Network
- Revenue North Small Business Summit
- Leadership Now!
- American Academy of Dental Group Practice (AADGP)
- Dental Group Management Association (DGMA)
- Vistage International (TEC)
- American Business Women's Association (ABWA)
- Aleut Management Services & Family of Gov. Contractors
- Modular Mining Systems, Inc.
- Shin-Etsu MicroSi
- Charter Media, (Division of Charter Communications)
- Colorado Springs Society for Human Resources Mgmt.
- Colorado Independent Publishers Assoc.
- Better Business Bureau of Southern Colorado
- Peak Venture Group Middle-Market Entrepreneurs Program
- International Center for Performance & Health
- Bank of Broadmoor
- Southern Denver Area Chamber of Commerce
- Southern Colorado Women's Chamber of Commerce
- Metro Denver Area Chamber of Commerce
- Greater Woodland Park Chamber of Commerce
- Kids Care Dental Group
- Endodontic Specialists of Colorado

BOOK SUZANNE FOR YOUR NEXT EVENT: