

# Altitude Essentials™

## SPEECHES SUMMARY

**BIO** Areas of expertise include strategic branding, marketing, customer relationship management, meeting and event production, sponsor engagement, media and public relations. Available worldwide, platforms for delivery include keynote speeches and breakouts at industry summits and corporate gatherings along with videoconferences, webinars, and small group executive consulting.

## **SPEECHES**

### **Set Your Altitude Pack Your Essentials**

Now that you are where you are what do you dream to be next? How much time do you need to get there and how long will your stay be? Recalibrate and realign. Is there a new altitude you wish to reach? What are the essentials you need to get there, to arrive there and stay there? In this session attendees focus on process and transitions and sustainable effort. Recommended: keynote speech or breakout session (45 minutes to 2 hours).

### **Top Ten Meetings In Your Life**

When you take time to reflect back on the “big things” in life what exactly and who comes to mind? Naming individuals who have personally changed you in a deep or significant way can actually be difficult. This inspirational talk challenges those in attendance to become more of a gateway to humanity through the many intentional and unintentional meetings that we find ourselves in. Recommended: keynote speech, luncheon topic or after dinner remarks (30 to 45 minutes).

### **Power and Control Over Economic Uncertainty**

While in the midst of the longest recession since the Great Depression, Americans struggle between pessimism and optimism about tough business conditions and dire employment opportunities and the stagnation of their income all while watching their net worth shrink. This “roll up your sleeves” interactive session highlights “survival of the fittest” personal responsibility approaches. Recommended: breakout session or luncheon topic (45 minutes to 2 hours).

### **Niche Growth: Satisfy Demand Then Seek Transaction Efficiency**

Carve out a position as a “big fish in a small pond” instead of a “small fish in a big pond”. Working in a niche means fewer competitors, more specialization, more expert status and thus potentially higher net profit for savvy risk takers. Overlooked and underserved niche communities often celebrate their uniqueness simply through volume purchase and use of particular products and services. Recommended: breakout session or luncheon topic (45 minutes to 3 hours).

### **Emotional Marketing**

Celebrating a culture, a gender, a generation, a personality type in a way that simultaneously spotlights a strongly held emotion or core belief catapults the awareness of a brand with stunning speed. The two can be tied together. Consumers might also simply need to be given repeated permission (via your messaging when promoting your product or service) to embrace a particular emotion. Recommended: breakout session (45 minutes to 3 hours)

### **Rejection: What To Do When They Don't Want You**

For all of us but especially sales professionals and frustrated job seekers, roadblocks of course slow us up and renunciation is often mocked, laughed at, and over time cursed or simply avoided even at extreme personal and professional cost. This session exposes how to acknowledge rejection when we're faced with it on a repeated and consistent basis and how to survive to live another day. Recommended: keynote speech or breakout session (45 minutes to 3 hours).

## **CONTACT**

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