

KEYNOTE
PRESENTATION



5 Ways to Stay Relevant in Today's Marketplace

Staying nimble, relevant and profitable in today's marketplace becomes more difficult as your business matures and your clients evolve. Recruiting, marketing and service models that once worked in the past may no longer produce the results you need for future growth. You may notice your effort is the same, but your productivity and revenues are stagnant. This dynamic session brings real-world best practices and clarity on how to redefine your business model and stay relevant with the clients and markets you wish to serve. The presentation delivers critical steps necessary to help you refocus and gain traction as you cultivate clients and re-establish your position in a changing marketplace.

You Will Learn 5 Actionable Steps to:

- *Correct the most common branding mistakes when marketing to prospects and clients*
- *Validate that your client base is viable and accessible for growth opportunities*
- *Leverage your top relationships to get to the next level*
- *Guide your internal marketing and operations teams on how to adapt to a changing marketplace*
- *Understand how to evolve your service model to access emerging markets*

Suggested Presentation Time: 60 minutes

