



Latest Episode



Insight of The Week

Ask them to give you their elevator pitch .

Asking for their elevator pitch is asking them to tell you “why them”. It is their opportunity to make the compelling case for why you should hire them, what they will do differently from other candidates, and what they will bring to the role, (which shows they have done their homework.) It also gives you a chance to assess: Can they tell a story? How articulate are they? Can they think of their feet? How compelling they are will be in communicating with others which is a HUGE part of gaining alignment and progressing work forward.



Photo credit: Amolingua.com



Marketing Smarts Moment

Scott Mautz

Scott Mautz is a popular keynote speaker and #1 bestselling author whose latest book and talk [Leading from the Middle](#) helps middle managers dramatically increase their influence up, down, and across their organization. Want your company's



Not To Miss

Howard Ibach joined April and Anne to discuss the power of the brief. Head over to [IG](#) for the post and full episode.

middle managers and leaders equipped to foster a high-performing organization? Want them inspired to drive the change and transformation that's a challenging necessity moving forward? Go to [ScottMautz.com](https://scottmautz.com) to check out [Leading from the Middle](#) and all of Scott's keynotes, trainings, courses, and books



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We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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