



Latest Episode



Insight of The Week

Test-and-learn your leadership practice

Leadership isn't something you achieve and then you get to coast. That is the position mindset. Too much changes everyday. There is new data, new situations, new environments, new people which means you will need to flex your leadership style to accommodate. You will need to test-and-learn which inherently means, not everything is going to go the way you expected all the time.





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 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 to check out [Leading from the Middle](#) and all of Scott's keynotes, trainings, courses, and books



Not to Miss

Your workplace culture can be what retains or loses employees. Have you spent time assessing the different components that contribute to the culture at your workplace? Check out April's brief take [here](#) on why this is so important and then visit the Resources page on our website for podcasts & worksheets to help you get started! .



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

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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