



Latest Episode



Insight of The Week

In order to foster a creative culture in a hybrid work environment, management needs to be accountable for actioning the creative process.

This is CRITICAL. If your team is met with silence or ambivalence, people will lose motivation to be creative. People need to know that their ideas are being heard, considered, and recognized. Which means channels need to be moderated, follow-ups from sessions need to be time-lined and reported back, people need to be recognized for their contributions. Nobody expects every idea to come to fruition, but everyone needs to feel appreciated for their effort in generating creative ideas. And if management doesn't do this, who will? Nobody.



Photo credit: Days of the Year

How can our
Coach-Train-Do
model help
your business?



ForthRight People
BUILDING SAVVIER MARKETERS 

#MarketingSmarts



Sweat • Build Community • Create Possibility

MOVE YOUR HYDE

POWER  YOGA

Not to Miss
Move Your Hyde Power Yoga

This is an example of another local
business that is effectively using its
#MarketingSmarts.

Click [here](#) to read the full post.

Not to Miss

Our Coach-Train-Do model will meet you where you're at with your branding and marketing needs. Whether you need coaching as an emerging team leader, or team training on specific topics or someone to do the work, we've got you! **Reach out** to get started with your customized branding and marketing program.

Catch the full post link **here**.



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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