



Latest Episode

The Art of Respectful Debate: 4 Ways to Disagree without Being Contentious



## Insight of The Week

One tip to remember when having a respectful debate

Take responsibility for your current set of beliefs and assumptions.

The reality of the situation is that no matter how hard we try in being crystal clear, there is always room left for interpretation, there are always excuses (some good, some not), there are different lenses for seeing every situation. The point is to realize this by validating your own assumptions versus making someone wrong.



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## How to Say No

- Make sure you have Capacity.
- What are your Priorities?
- What are your Principles?
- Get Clear on these so you can say yes to the things that matter!



### Tip from FRp

Have you ever heard of "touch everything once"? [Listen](#) as April



### 4 Tips to Build an Impactful Brand Toolkit

1. A brand toolkit is MUCH more than the logo, font and colors.
2. The brand toolkit MUST include both visual AND verbal elements.
3. Sample executions go a long way to building consistency.
4. The toolkit does NOT have to mean that you overhaul what exists currently.



MARKETING  
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### Not to Miss

Everyone working on your brand should have the tools they need to help build a consistent and authentic brand experience. Check out a recent [episode](#) that address this topic.

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shares a piece of time saving advice for busy parents.



## 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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