

### “Quick Hit” brainstorming sessions

*Need help urgently with an important issue? Or, are you not yet ready to make a full time commitment to coaching? Consider scheduling a “quick hit” brainstorming session with Lisa to:*

- Generate fresh strategies for an upcoming board meeting or executive retreat
- Review and improve your hiring strategy and plan for a key executive (e.g. CMO, VP of Marketing, or Director)
- Generate a high-impact outline for a key presentation, customer meeting, or team session
- Connect to key leaders and influencers in our global network
- Assess your effectiveness through a “hot seat” or role play
- Identify the biggest barriers to your organization or personal performance

We use Skype or web conferencing for brainstorming sessions. Fees start at \$975 per session.

**Contact us to mutually explore possibilities.**

**Lisa Nirell - Chief Energy Officer**  
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Lisa's CMO breakfast in Washington, DC. Left to right: Aaron Benway, Founder, HSA Coach, Lisa Nirell, and Don Clarke, CFO of Plex Systems.

*“Lisa has built a wonderful, intimate network of marketing talent. I’ve benefitted from sharing experiences, knowledge and insights. It has made me a better marketing executive.” –*

Stuart Foster, Vice President of Global Brand Marketing, Hilton

We help courageous CEOs and CMOs accelerate growth and innovation. We only work with clients who are as passionate and action-oriented as we are. We make modern marketing mindful. We cultivate customer-centric thinking and self-reflection.

*“Lisa will help you understand growth strategies, in particular for B2B companies.”*

- Guy Kawasaki, Chief Evangelist of Canva, former Apple Evangelist and Author of the “Art of the Start”.

### The 100-Day Marketing Innovation Sprint™

*Create an innovative marketing culture.  
Escape “order taker” mode.*

Many marketing organizations face new challenges, yet are ill-equipped to handle them. In our community, nearly 40% of our CMOs now have revenue goals. They want to create new streams of revenue and discover new offerings to foster organic growth. Yet they are settled into an identity as “the order takers,” or the *drive through window team* who can schedule customer events, design landing pages, or increase leads at the drop of a hat.

*Does that describe you?* If it does, you need a plan to transition your marketing team from “order takers” to innovators. Otherwise, expect your best people to leave as they grow tired of full time, tactical firefighting.

### Strategic Planning Advisory Services

*Design your future.*

Unfortunately, many corporate retreats are a huge waste of our time. **That’s because they ignore these guidelines:**

- **Every growth plan must be aligned with customer needs, dynamics and perceptions—not our opinions and feelings.**

We offer the 100-day Marketing Innovation Sprint™—a series of assessments, interactive, live, and virtual workshops, and reinforcement to help you:

- Improve your company’s perception of Marketing’s influence and value
- Significantly contribute to revenue growth
- Build innovative thinking as an accelerant and differentiator within Marketing
- Rapidly shift from a tactical to strategic mindset within your team

- **We must proactively address the elephants in the room.** These include the old initiatives and programs that drain our best resources, and the limiting beliefs that sabotage the best laid plans.
- **Plans should be simple.** Successful plans contain no more than 4 priorities. Yet “scope creep” and distractions happen to the best of us. How do you keep your teams committed, yet agile?

Strategic planning and thinking can only happen with a written plan. We help you build—and stay committed to—concrete action plans.

We believe in “plans with a purpose”—a market-centered growth plan that aligns with your vision and core values. Using the *EnergizeGrowth®* 11 step planning framework, we will help you stay on course.

*One more thing:* We promise not to recommend ropes courses, art classes, or wilderness programs.



Lisa meeting with TESCO Chairman of the Board, Robert Barnhill, before she takes the keynote stage. (photo courtesy of Kite String Studios)

### Executive Coaching

*Accelerate change. Quickly find the truth. Then take wise action.*

#### Executive Coaching

We work with CEOs and CMOs who see great potential in their business and want to get there faster. We collaborate with successful people who are willing to take action, and be held accountable.

If you are a curious, lifelong learner, and are passionate about creating a customer-centric culture, you can benefit from hiring a sounding board. Coaching helps you rapidly discover your greatest strengths and influence others in a positive, productive way.

#### A great sounding board will help you:

- Challenge your own thinking
- Get unstuck

- Help you stay focused on your vision
- Find fresh ideas within other industries
- Accelerate your learning and growth

#### We’ve helped leaders:

- Embrace customer-centric, innovative marketing cultures
- Evaluate new business opportunities
- Assess and refine go to market, branding, positioning, and sales strategies
- Dramatically improve their strategic and marketing plans
- Discover new revenue streams
- Gain team alignment and commitment important, “big bet” initiatives
- Get things done faster, and with less drama