

**SEMINAR OVERVIEW:** KelliRae Sebwe will offer advice on keeping your business healthy on multiple levels. Topics will include simple financial insights, a shared employee vision and authentic customer engagement.

**THE HOOK:** Don't Be Caught Off Guard: Business Strategies That Can Start Working For You Today!

**SEMINAR OUTLINE:**

1. Healthy Financials Strategies

- a. Drive profitable sales – it's business, not personal.
- b. Know your competition and benchmarks – get out and shop the market.
- c. Vendor negotiations – “If you ask with respect, and respect the answer, what's the worst that could happen?”

2. Healthy Employees Strategies

- a. Focus on continued product knowledge – highlight the craftspeople and process behind the products. Give your employees the power of storytelling.
- b. Understand the millennial “Generation Go” worker – an example according to Levi's Go Forth campaigns, featuring poetry by Henry Charles "Hank" Chinaski, “Your life is your life. Know it while you have it. You are marvelous. The gods wait to delight in you.”
- c. Celebrate each other – build a culture which appreciates employee fun fact.

3. Healthy Customers Strategies

- a. Change isn't new, it's what consumers have come to expect – change is the new normal.
- b. Innovation is giving your customers what they don't yet know they need.
- c. Provide experiences that allow customer connection and engagement. Move away from assistance and towards expertise.