

# SUZANNE TULIEN

BRAND CLARITY EXPERT,  
INTERNATIONAL SPEAKER, AUTHOR

## Consciously Inspiring Growth.

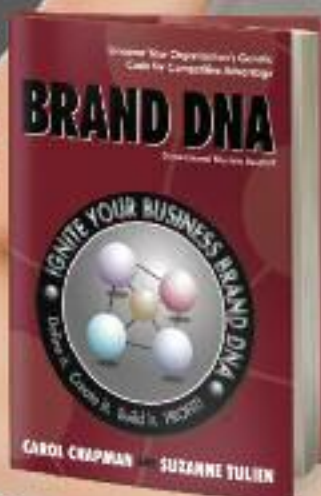
For 29 years, Suzanne has been inspiring and driving personal + organizational brand alignment through internal brand definition, stakeholder engagement, & process alignment. Suzanne is co-pioneer of the proven, step-by-step, Brand DNA methodology & transports her clients & audiences into a refreshingly brand-conscious, authentic and inspiring way of being.

As co-author of *Brand DNA: Uncover Your Unique Genetic Code for Competitive Advantage*, she is helping to pave the 'alignment highway' for business growth through conscious, internal brand definition and coherence.

As a dynamic, high-energy speaker and certified trainer in accelerated learning methodologies, Suzanne is leading business growth with advocacy, intention, engagement + purpose.

(See popular topics on back)

BRAND DNA



“  
Real branding is a conscious, strategic and deliberate process of internal positioning. The secret lies in the ability to clearly identify & define the context it represents in every facet, and then fully living it.”

## Some of Suzanne's Most Requested Topics:

### Stop Marketing, for now, Start Branding!

Did you know, 40% of your marketing dollars are wasted? Small businesses spend too much on marketing efforts that don't produce expected ROI. Learn:

- Your brand doesn't start with marketing.
- Secrets to maximizing your marketing efforts by building brand from the inside out!
- Key attributes that make up a successful brand.

### Elevate Your Personal Brand Leadership!

Most of us don't take the time to work on ourselves, realize our strengths and leverage our unique abilities to live our potential. But when we do, amazing transformation occurs and our lives begin to change for the better.

Learn:

- Everyone already has a personal brand; good, bad, or indifferent.
- How most of us live 'externally impacted' lives.
- How to take back control of your personal brand.
- By becoming more conscious, strategic and deliberate in understanding ourselves, we get to be in greater control of how we show up in life, the opportunities we attract, and make life-changing decisions.**brand!**

### Thinking Differently About Brand Differentiation

One of the three most powerful attributes of a successful brand is DIFFERENTIATION. Mistakenly, the first place many business owners look for differentiation is within the product features they are selling. However, the most compelling brand differentiation strategies come from a deeper level within a business - connecting to an emotional component within their targeted customer base! Learn:

- How you can differentiate at a multitude of critical levels.
- Get your employees to buy-into your competitive advantage.
- Build advocacy in your customers

### Be A Better Speaker; 10+ Techniques to Enlist, Equip, and Engage Your Audiences to Want More of YOU!

In this highly interactive & experiential workshop for those new & seasoned speakers who want to sharpen their skills with a new set of tools in their toolbox. Full of techniques from a certified trainer, Suzanne offers key insights & overlooked nuances that make huge differences in how your audience receives your expertise and connects to it. Workbook & bonuses!

### Building a World Class Brand on a Small Business Budget!

Most small to medium sized businesses are advised to spend 8-10% of their revenue in marketing efforts and yet it is reported that 40% of those dollars are wasted! Find out why! Learn:

- SECRETS of how your customers REALLY make buying decisions
- Why the first 7 seconds of contact with your customers is integral to their buying decision.
- How to enhance your brand's overall customer experience without spending one dollar in marketing!

### WHAT OTHERS ARE SAYING:

*"Suzanne is a dynamic speaker who is highly engaging with her audience. Her brand building exercise is one of the best I've seen in a classroom. My students were very impressed with what they came up with in such a short time. Suzanne drew out creativity they didn't even know they had. From beginning to end, she holds the attention of the audience."*

- Andrew Czaplowski, Ph.D., Associate Professor,  
Marketing & International Business, College of Business, UCCS



### Professional Credentials:

- Founder + Principal of Brand Ascension
- Co-Pioneer of the Brand DNA Methodology
- Co-Author: **Brand DNA, Uncover Your Organization's Genetic Code for Competitive Advantage**
- Author of ebook: **The 6 Myths of Small Business Branding**
- Speaker/Facilitator/Certified Trainer
- Certified in Accelerated Learning Methodologies
- President, Pikes Peak Advertising Federation, 2006-07
- Middle Market Entrepreneur - Past Vice President

### Some of Her Speaking Clients/Associations:

- USOC (United States Olympic Committee)
- NSCA (National Strength & Conditioning Assoc.)
- Microsoft Office Live Small Business Series
- EWomenNetwork
- National Association of Women Business Owners (NAWBO)
- Academy of Management
- Revenue North Small Business Summit
- CACTA
- American Academy of Dental Group Practice (AADGP)
- Dental Group Management Association (DGMA)
- Vistage International (TEC)
- American Business Women's Association (ABWA)
- Aleut Management Services & Family of Gov. Contractors
- Modular Mining Systems, Inc.
- Shin-Etsu MicroSi, USA
- Charter Media, (Division of Charter Communications)
- Colorado Springs Society for Human Resources Mgmt.
- Colorado Independent Publishers Assoc.
- Better Business Bureau of Southern Colorado
- Peak Venture Group Middle-Market Entrepreneurs Program
- International Center for Performance & Health
- Bank of Broadmoor
- Southern Denver Area Chamber of Commerce
- Southern Colorado Women's Chamber of Commerce
- Metro Denver Area Chamber of Commerce
- Kids Care Dental Group, Sacramento, CA
- Endodontic Specialists of Colorado

### BOOK SUZANNE FOR YOUR NEXT EVENT: