

evolve.connect.inspire



evolve

Where are you now?
Where are you going?
What are your challenges and obstacles?
What is your brand and is it accurate?
Is your brand communicated?
Is your brand known internally and externally?
How do you measure success?
Are your metrics outlined and do they work?

connect

Is your team working efficiently and effectively?
Is your organization working efficiently and effectively?
What are your current "connection" challenges?
How large is your resource network?
How involved are you in industry associations?
How do you add value to your customers and industry?

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How is your organization morale?
What are the current challenges?
How are your overall sales?
What is the empowerment mechanism for positive change?
Is your value identified and communicated?
What is the level of knowledge?
What is the motivation level?
How are you raising it?

*Evolve, Connect, Inspire –
Marketing Fusion, Driving Empowerment & Change*

Marketing fusion driving empowerment and change through organizational evolution, connection and inspiration to enable you to reach your true potential.

defined

- *Marketing fusion* - Fusing marketing principles and best practices with other, significant change disciplines
- *Empowerment* - Increasing individual or organizational strength through inspiration, respect, confidence and choice
- *Change* - Altering the current path towards achieving a greater goal
- *Evolution* - The steps taken towards true change and the growth that happens along the way
- *Connections* - Developing relationships with key individuals and organizations to support change
- *Inspiration* - An incentive that awakens and instills a desire to be open to change
- *Meaningful purpose* - Making a positive impact on humanity and human service organizations

connecting the dots

Leadership

Babacita can assess your sales, marketing, training, resource, education and customer relationships and then plan and execute phased improvements that enable you to meet your strategic objectives.

Sales/Marketing

Babacita will help bridge the gaps that often exist between sales and marketing teams to improve the effectiveness of this critical function within the organization.

Human Resources

Babacita can suggest ways to improve morale and encourage a sense of ownership by employees in the overall performance of the company -- hopefully to create ambassadors who have a genuine appreciation for the organization.

Training

Babacita can evaluate your organization's current offerings in training and mentoring employees, with an eye to develop ways for them to reach their highest potential both professionally and personally.

Consultants

On the condition that you LOVE working with me, Babacita can assist you in your efforts of change, empowerment and improvement through our unique skill-set and offering by referrals to increase your client value, resource network and connectivity.



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A professional of 20 years embarking on a life-changing career direction guided by values, purpose and skill-set. Utilizing experience, process and change disciplines, Babacita initiates marketing fusion, driving empowerment and change through organizational evolution, connection and inspiration to enable clients to reach their true potential.

Core service offerings are aligned to the mission of Evolve, Connect and Inspire and aimed at making a difference on individual, organizational or corporate levels.