

Re-Inventing Yourself for the New World of Broadcasting

7 Bold Truths to Becoming a Market Leader

A personally challenging and value changing presentation that will change your global outlook. *The economy isn't down; it's different.* With recent events, the realities of the broadcasting business have changed permanently. You don't manage change, you manage how you react to it. No matter what you sell, be it a product or service, the next year is probably the end of the way most of us do business. 72% of North America's businesses will have to re-invent the way they do business in the next 2 years! The truth is that the business we're in is not determined by us but rather by the need or want that is satisfied when the customer buys our products and services. To be effective at leadership and marketing, you must see yourself from the customer's point of view. A product or service is a convergence of customer value satisfactions. Before you have a value driven marketing approach, you must identify these values as absolute truths.

Key presentation points:

1. The economy is not down; it's different. *Leaders are different...*
2. The Recession will NEVER end; *How to adjust your perspective...*
3. People don't buy what you sell; *they buy what they buy...*
4. To lead in the broadcasting industry you have to get outside of it. *Here's why and how...*
5. If you concentrate on your competition, you will have more competition. *Your top customers hold the key...*
6. Teamwork doesn't always work. *You must build community...*
7. If you fail to re-invent your business model you may be OUT of business in two years; *there are two models you can use...*

How you'll benefit from this event...

- Discover the realities about your station and the broadcasting industry that you can't see on your own
- develop a market-oriented environment that brings you closer to your consumer
- start selling what people are buying, rather than what you are pushing
- respond to a mature or saturated market
- become a category of one in your community
- re-invent yourself to compete in new or overlooked markets
- convert product-driven marketing efforts into value-driven marketing
- indisputable truths that will absolutely differentiate you in a global marketplace