



Jennifer Holland

People+Brand+Business Consultant

Certified Brand Strategist | Speaker | Author | Entrepreneur

“In everything you do, you are communicating your brand. You need clarity and consistency in order to be heard above the clutter in the marketplace.”

Does your marketing say one thing, but your people say another?

Psst...We can fix that.

Jennifer’s proven record of successful, thought-provoking, and educational talks has garnered praise from CEOs, marketers, human resource professionals and entrepreneurs for over two decades. She collaborates with organizations large or small who care about people and are ready to achieve double-digit growth.

A published author, Jennifer’s research proving a people+brand+business model results in double-digit growth appeared in the international *Journal of Brand Strategy*. This model’s goal is to grow businesses, foster happier employees, and create better interactions in the global marketplace.

Jennifer’s powerful connection with audiences evokes a dramatic change in the way they think about brand. Your members, employees, customers or franchisees will benefit from her rock-solid tips for creating consistent, authentic messages that broadcast your value proposition to build epic customer trust.

Book Jennifer and enlighten audiences with the secrets to building a sustainable brand that attracts customers, engages employees and increases profits.

Memberships & Certifications

- NSA
- Brand Establishment
- Vistage Speaker
- Women Business Owner
- Minority Certification

Book Jennifer to engage and to inspire your most powerful tool—your audience.

Keynotes • Breakouts
Workshops • Training

“My team, a group with high expectations, consistently ranked Jennifer’s presentation and brand strategy retreat as one of the best ever. I have recommended Jennifer to several other organizations on whose boards I serve, and any work she has provided has been extremely well received.

Jennifer knows branding and can help any business or group make sure their strategies are aligned. The results are incredible.”

Janice Donaldson
Director, FSBDC at the
University of North Florida

Sample Speaking Engagements



Programs

WHICH PROGRAM IS RIGHT FOR YOU?

Email hello@HollandHelix.com to schedule a call with Jennifer.

Brand Building for Double-Digit Growth

Create a strong, clear brand culture that becomes the glue binding everything together—operations, human resources, marketing, research and development.

- **RALLY** your employees and stakeholders around a united vision, giving your customers a clear and compelling reason to do business with you.
- **ENGAGE** and empower your employees to deliver on-brand performance at every point of contact.
- **CREATE** a distinctive brand and culture.
- **ACHIEVE** a strong ROI for your brand efforts.
- **IDENTIFY** your brand lens for every decision you make.

The Business of Brand Culture: Living Your Brand

How to Get Your Employees to Breathe, Eat and Sleep Your Brand

Jennifer's audiences appreciate a real-life application of connecting business, brand and people strategies. Engage your employees in such a way they are committed to living and to delivering your brand, creating a tangible distinction above and beyond your competition. Aligning your people, brand and business hardwires both your people and brand strategies into the organization, which promotes consistency across all channels. Learn how an aligned culture generates commitment over compliance and maximizes your resources. Jennifer's presentations focus on the vital connection between human resources and marketing and how this link constructs a distinctive brand and culture.

- **BUILD** a bridge between human resources and marketing to create a distinctive brand and culture.
- **DEVELOP** "on-brand" evaluation metrics into performance reviews.
- **RECOGNIZE** opportunities for maximizing high performance engagement of your population with cross-functional "momentum" teams.



“ This workshop was excellent! It inspired deep thinking and deep work. Jennifer is passionate about brand, truly an expert and an incredible valued resource.”

How to Get and Keep a Customer—For Life!

Customers return because they know and trust you. Make certain these key results are hardwired into your organization.

Key Insights:

- **CONTROL** hidden perceptions about your brand.
- **BUILD** consistent sales through consistent messaging.
- **CREATE** value in your customers' experience—before, during, and after their interactions with you.

Build Your Brand Workshop*

Great for sales teams, too!

Identifiable and replicable strategies exist in every successful brand. Yet, they are often held secret. Audiences will acquire advanced brand development acumen and will be ready and able to implement it:

- **HOW TO CREATE** a unique value proposition for your business so your prospects can evaluate you versus your competitors—and choose you as the only real choice.
- **HOW TO EQUIP** your employees to live and to implement your brand—so you can turn prospects into customers and covert customers into repeat business.

