



Entrepreneurship and Intrapreneurship Talks By Catherine Kaputa

We're all entrepreneurs today. No matter what your job title is or whether you are running our own business or work in a company, innovation, brand-building and growth are in everyone's job description today. We all have to be innovative, creative, and build community with our customers if we want to bring maximum value to our careers and to the company we work for.

The good news is that entrepreneurship, innovation and creativity are skills we can all learn. It all begins with tuning into the entrepreneurial branding mindset. In Catherine Kaputa's trademark talks and workshops on "Breakthrough Branding" for entrepreneurs and intrapreneurs, Catherine offers branding lessons through a keynote package that combines motivation, inspiration and practical tips to harness the power of innovation and brand-building in your company. Catherine also offers workshops and full-day programs on entrepreneurship, intrapreneurship, innovation and brand building for corporate groups and gatherings of entrepreneurs.

Breakthrough Branding: Transforming a Small Idea Into a Big Brand

Catherine Kaputa's trademark Breakthrough Branding talk or workshop is custom-tailored to the group and industry and focuses on the strategic and creative branding process. In this speaking program, you'll learn:

- **Brand Strategy:** How to find your idea and position it advantageously in the marketplace.
- **The New Principles of Naming and Verbal Identity:** Developing a unique, memorable name and wrapping your brand in "story" is especially important in the Internet age
- **The Visual Hook:** How having a distinct visual symbol shape, color or other visual device can tattoo your brand in the minds of customers and promote sales.
- **Social Media and the New Rules of Marketing:** How marketers are leveraging the power to social media and community-building online
- **Brainstorming and Innovation:** How to create a culture of innovation in your company.

Innovation, Creativity and Branding-Building (for employees in companies)

This talk or workshop presents new research on innovation and creativity that shows there is no "creative gene," we can all learn to be more creative. Through vivid case study examples and creativity, ideation and innovation principles, you'll learn how to turn on your inner creative genius, be more successful in brainstorming session and develop a company culture that fosters creativity, innovation and competitiveness.

What's in a Name? The New Principles of Naming and Verbal Identity in the Internet Era

This talk will cover the essentials of a great brand name and the new complications in today's digital age, and how to create a brand name that's ownable, memorable and can travel globally.

What's Your Brand Strategy? Competitively Positioning Your Product or Service

Strategy is the brains of branding. This talk will introduce 13 successful positioning strategies used by marketers, and how to find the best competitive positioning for your brand.