

Ann Ranson helps you hit a "Higher Note" of impact with your culture, your relationships and your business model.

"Everything I do is so that I can help people and organizations go one step higher towards the ideal result that they desire", says Ann, "whether that is leading a strategic plan for an organization or promoting why it's good business to improve civility." Ann believes that everyone can do better and she is dedicated to assisting people and organizations in that journey. Some call this concept kaizen but she calls it 'hitting a higher note'.

Ann draws on her career spanning 30+ years in the rough-and-tumble media world and gives you the benefits of her Fortune 500 experience. Her real world perspective comes from executing high-stakes sales and marketing campaigns, to quickly learn what does and does not work. A sales professional for over 30 years, Ann has continued to hone her skills by receiving and delivering training in the latest issues and solutions facing nonprofit and for-profit businesses today.

Call Ann Ranson when you want to build trust and break down barriers in your organization, your career and your life.



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Ann Ranson

inspired business models for profits, people and planet



Menu of Services

Consulting Services –

- Concentration on marketing, strategy and culture
- Foundation of social responsibility, aka – doing well by doing good

Presentation Services –

- Experience speaking to audiences up to 300 people
- Professional member of the National Speakers Association
- Formats: short break-out sessions to half-day workshops
- Facilitation of Board Retreats and Strategic Plans
- Moderator of expert panels



Presentations

"Higher Note" programs are designed to impact your culture, your relationships and your business models:

- **Stronger Culture**
 - Civility: What's Draining Your Bottom Line
 - Creating Your Joy Job
 - Now's the Time for Spirituality at Work
 - The Art of Tea: Let's Talk
- **Trusted Relationships**
 - BL3 Marketing - programs on marketing strategies, target markets, marketing action plans
 - Sponsorships - a series of programs from basics to advanced
 - Partnerships - The Value of Partnerships in a Price Driven World
 - Selling to Women: The Power of the Purse
- **Inspired Business Models**
 - Bottom Line 3 Strategies – Business Case for Social Responsibility
 - Social Enterprise: Better than Begging

Partial List of Clients: Association of Association Executives, PNC Bank, Pearson Inc, Honda, Center for Non Profit Management, State Farm, Administrative Professionals Conference, Texas Public Relations Assn., LIMRA, General Motors, TSAE, MPI/North Texas, Texas Home Care & Hospice Association, Dallas Home Connection, Big Brothers/Big Sisters of America, The Stewpot, Calvert Home Health Care and The Dallas Holocaust Museum.



Sample of Presentations

What's Draining Your Bottom Line?

Organizations today have problems – yet, there is a simple solution to many of them. It doesn't cost a lot of money, AND doesn't take a lot of time. In fact, you probably think you're already pretty good at it! YET, you are surrounded by a lack of it. What is it? In a word, Civility! Today, you'll learn how civility will add value, break down barriers and build trust, so that you can improve all 3 of your bottom lines.

Developing & Designing Engaging Sponsorships

Recent reports indicate that philanthropic organizations, including corporate givers are asking for more marketing benefits from their non-profit and association partners, yet neither are sure how to value them. On the flip-side, associations don't know how to ask for and negotiate additional fees for these benefits. Answering the question, who wants exposure to my audience, is the first step to an engaging sponsorship. Participants are asked to bring a sponsorship package to use in exercises. Follow-up Presentations: Sponsor Benefits: Beyond Tickets & Trash and Engaged Sponsor Conversations = Win-Win Solutions

Which Marketing Strategies Are Right for You?

In today's noisy marketplace, it's difficult to stand out. Yet, if you are to increase revenue and accomplish your goals, you must build your brand. Not all strategies are right for all organizations. Learn how to pick your Top 5 marketing strategies so that you are recognized and break through the clutter. The right strategy executed in the right way creates impact and saves you money.

Bottom Line³ - The Business Case for Social Responsibility

The research is clear – millions of Americans are paying attention to the behavior of the companies they may patronize. AND, even in this economy, they are voting their approval with their wallets. Corporate Social Responsibility, also known as CSR has taken on increasing importance in recent years, in part due to the erosion of trust and civility of those in authority – corporate and government. Related Presentations: A variation of the Business Case is also available for Marketing Professionals.

Praise from a few clients . . .

"I highly recommend Ann as someone who gets straight to the heart of the issue, and efficiently helps her clients accomplish important shifts in thinking and behavior."

Rachel Evans, President
EnteLead Inc.

"I was really impressed with your flawless delivery, and with the way you weaved in references to National City's commitment and culture."

Beth Marcello
VP & Managing Supervisor, Women's Business Development
PNC Bank (formerly National City)

"Ann Ranson speaks from the heart! A spirited and dynamic presenter, I left feeling inspired and equipped- ready to create "MORE GOOD DAYS" in the workplace! "FAKE it Till YOU MAKE it", Ann explains how beneficial it is to be present in the moment and with a positive mental attitude approach anyone can create their JOY JOB."

Kobi Lincoln, MPA
Executive Director, Institutional Advancement - Odessa College

"I sit in on a lot of events, and listen to many speakers with different presentation styles. Ann was so engaging and so knowledgeable that I found myself hanging on her every word. She truly knows how to speak to her audience and cater to their professional needs."

Kendra Matarozza
Event Manager, CommPartners

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