

SPEAKERS

MARKETERS

VISION VALUE MODEL™ CREATORS



CONNECT AND LEARN MORE:
VALUEBUILDINGMARKETING.COM/SPEAKING



Heather Steele
Brand Strategist

Randi Skinner
Fractional CMO

FEATURED TOPIC: FROM COMPLEXITY TO CLARITY

VISION VALUE MODEL™

a marketing framework to bring your vision into focus

Business owners benefit from using the Vision Value Model framework to bring clarity to their marketing decisions. By aligning a company's vision and values with its goals, the framework can help businesses avoid creating marketing strategies that work against their vision. Our featured presentation emphasizes the importance of having a clear vision, determining values, and setting actionable goals to create a strong foundation for effective marketing. The call to action at the end of the presentation encourages businesses to take a vision-first approach to marketing and to conduct an inventory of their current marketing assets to ensure they are aligned with their vision and values.

Presentation collaborations in person and virtual with:



”

"Y'all brought the fire"

-Madison Newman, Found
and Forged Design Co.

”

**"I walked away with
immediately actionable
insights. Their streamlined
framework is comprehensive
while being intuitive & easy
to follow."**

-Charlie Hunter, HDIC

”

**I thought Heather & Randi did a fantastic job. They are great
and natural speakers and their expertise is clear, and their
delivery makes it really approachable and easy to
understand. They offered up important ways for people to
think about their goals and translate that into long-term
marketing positions that are in alignment with those goals.**

-Heather Gregory, FlintConf