

**SSP** cordially invites you to a reception,  
Featuring author **Daryl Travis**, discussing his  
book, "**Emotional Branding**".

If you are interested in learning how *Branding* is a product of intuitive thinking or how to *Brand* yourself or your department, we invite you to join us at this SSP event.

The concept of "**Inner Branding**" is a very hot business topic. Learn more about how living the brand inside a company creates a more engaged workforce that delivers a better customer experience and drives a sustained competitive advantage. Daryl will explore how this powerful business principle is best championed by the Human Resources function and how everyone plays a role in keeping the brand promise. Whether you are a CEO, a Human Resources executive, an advertising guru or an innovative business person, you will discover how to use a brand's mystique to create powerful and lasting emotional connections for yourself and your customers.

At: Sofitel Chicago O'Hare  
5550 North River Road  
Rosemont, IL 60018 (847) 678-5710  
Date: **Tuesday, May 20, 2003**  
Time: **5:30 PM – 8:00 PM**

Please *rsvp before May 16, 2003* to: Stephanie  
Anderson at (312) 577-4001 or  
[sanderson@sspcorp.net](mailto:sanderson@sspcorp.net)

## ***Creating Shared Success***

**SSP** is an innovative executive coaching firm providing customized resources to support lasting individual and organizational success in the new workplace.

Our services include transition coaching, executive coaching and career development consulting.

Scherer Schneider Paulick (SSP) enhances success before, during and following change. We achieve superior results because we understand each client has unique needs, and because we provide practical, relevant career management solutions to meet those requirements each and every time.

SSP is a member of OI Partners which offers a broad range of career programs in over 30 countries with 200 offices.

# **SSP**

## Daryl Travis

Daryl Travis is the CEO of **Brandtrust**, a highly regarded Chicago based firm of brand consultants.

For more than 20 years, Travis has been involved in building and leveraging brands. For example, Daryl helped **Fed Ex** get off to a flying start; he led the revival of *Nipper*, the **RCA** dog, as a brand icon. He was instrumental in the highly successful Monogram and Profile brands of **GE Appliances** and leveraged "*Second Hand Smoke*" as a brand on behalf of the **Centers for Disease Control and Prevention**.

His recent book is titled, "***Emotional Branding – How Successful Brands Gain the Irrational Edge***". It's about how the positive emotional connections created through your brand, insure success and build value in your business and in yourself.

Daryl Travis' "*Emotional Branding*" is a book that sings; a book to savor and ponder. And, if approached in the right spirit, this book will change your worldview, change yourself and renovate your bottom-line.

Each attendee will be presented with a complimentary book.

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***Creating Shared Success***

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and career success services through 200 offices  
worldwide.



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