



Justin Foster

BRAND STRATEGIST, SPEAKER, AUTHOR

Justin Foster is a brand strategist, speaker, and blogger. Over the past 20 years, Justin has worked in sales and marketing for both small businesses and large corporations. He has conducted over 300 workshops and seminars—including as far away as Kuala Lumpur, Malaysia. In addition to his expertise in strategic branding, Justin consults, speaks, and writes on the impact of generational and cultural shifts—especially related to the influence of Gen Y, social media, and technology. Justin, his wife Lynna and their two sons Logan and Caden live near Boise, Idaho.

The Topics

Justin speaks on branding, marketing, sales, internal culture, generational shifts and technology trends. He has a particular passion talking about relevance, regeneration, and disrupting conventional wisdom - especially related to rise of Gen Y. Although not a punch-list/tactical speaker, his audiences leave with plenty of homework. Below are several specific tracks that are available:

Oatmeal v Bacon: The stump-speech that led to a book, this talk is about the case for non-conformity. That being unique and different is not just an advertising campaign, but an entire business model.



That's what this talk is about! Justin discusses the connectedness between internal audiences (employees) and external audiences (customers and the marketplace) - and how they collectively drive word-of-mouth and brand value.

Regeneration: How do you take a stale brand (or idea) and re-introduce it to the marketplace? Connected to both corporate and personal brands, Justin will discuss the Seven Keys to Relevance and how they should drive your business model and your marketing efforts.

Connected Selling: This is a hard-core, bare-knuckled sales course that takes the audience through all elements of modern selling. This is not a discussion about "how" to sell. It is about the importance of transforming the buyer-seller relationship.

Creating a Tribal Brand: Rather than focus on slick marketing, brands should focus on making people happy.

Branding You: This talk is about you and your personal brand. Justin makes the case that everyone is a brand - and that you can grow your brand through influence, presentation, and promoting your expertise.

Justin has functioned as Fisher's outsourced CMO for almost five years... changing our image from a stale, aging brand to one of the most innovative and dominant brands in our market. Ultimately Fisher's tripled in size over that five year period. Justin's desire to win and his high standards for a brand matched our vision and passion. ...Justin's creativity and out of the box thinking is unconventional and highly effective.

Chris Taylor - CEO - Fishers Document Systems

OATMEAL
v
BACON LIVE!

Do you and your leadership team know what it takes to create a relevant brand? This private workshop brings a fresh, innovative approach that will get your organization thinking and acting less like "oatmeal" and more like "bacon".

Find Justin: Website: fosterthinking.com Twitter: @fosterthinking

