



# Denyse DRUMMOND-DUNN

*Catalyzing growth through customer understanding & intuitive marketing*

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Denyse got to know our internal processes, pain points & strengths, before she custom designed the course, materials & goals.

-Vanessa Oshima, Coca-Cola



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## Speaking Topics

### Intuition in Leadership & Marketing

Why we ignore intuition in the workplace and five ways to tap into your own intuition for more effective leadership.

### How to Succeed when Everyone around you is Failing to Develop Actionable Business Insights

Learn the 7-step CATSIGHT™ Process and the three foundational steps to brand building that most companies don't know or have forgotten.

### Why Trend Following will Never Prepare Your Business for the Future

The pitfalls of trend following and better ways to prepare for potential future opportunities & risks.

### The Answer is your Customer; Now what's your Question?

Why your customer should be the heart of your business and how to easily involve them in all your internal processes.

## Bio

Denyse is a new age market with a global career spanning over 30yrs in Nestle, PMI & Gillette. Her creativity, technical expertise & cultural sensitivity, together with an innate intuition provides an uncommon advantage for her clients. Through C3Centricity she now helps organisations adopt a customer first strategy, proven to grow a business 7x faster & 60% more profitably.

Denyse's book "Winning Customer Centricity" is claimed a "must-read for today's & tomorrow's marketers" by Paul Polman, Unilever's former CEO.



### Offerings and Rates

#### 1 hour Talk

Short, sharp overview or a single topic covered in depth

\$ 2-3,000

#### Half day seminar

Four-hour workshop for up to 25 participants, including workbook

\$ 6-8,000

#### Keynote Speech

Conference, summit or meeting appearance to address precise requirements

\$ 8-15,000

#### Full day Workshop

Seven to eight-hour workshop for up to 25 participants, including workbooks & templates

\$ 10-15,000