



When 75% of Americans do not believe that professional athletes are good role models

(Source: Rasmussen Reports)

This workshop is presented by Ed Norwood, President of ERN Enterprises, Inc. and Founder of Champions Unleashed.

Ed has been recognized as a unique and distinctive authority in transitional and Kingdom leadership in the marketplace and health advocacy.

Few have blazed the trail of success in the same inimitable style as Ed. With an entrepreneurial story which is both entertaining and inspiring, Ed has a seasoned, realistic perspective that inspires people: *"It's never too late to become what they might have been."*

Multi-faceted, with a creative ability to inspire his audience, Ed combines his business influence (and expertise) with his passion for service (not status) to help people flow in their **dreams and potential in the marketplace.**

Community Outreach

In 2009, Ed organized **DREAM JOB**, a full day of concentrated and intense career enhancement for job seekers to retrain, network and learn how to land their "dream" job! Dream Job provided a powerful, yet practical workforce training environment to enrich people affected by the recession with introductory job, branding and interviewing skills designed to increase their marketability and spark job and business creation.

Sign of the Times

According to comprehensive reports by The Sports Geeks and the NBA Crime Library, 872 arrests have been made in the NFL and NBA since the year 2000. Professional players from the three major leagues (NBA, NFL and MLB) have been arrested for a wide variety of crimes, but violence/murder and drug use are the most common crimes committed by players today.

Players are Co-Branders. Their actions don't just impact their legacy, they impact the brand of their team. When 75% of Americans do not believe that professional athletes are good role models, [that is a brand crisis.](#)

Sources:

The Sports Geeks: <http://arrests.thesportsgeeks.com/>

NBA Crime Library: <http://nbacrimelibrary.com/year/>

Rasmussen Reports:

http://www.rasmussenreports.com/public_content/lifestyle/sports/august_2013/15_say_professional_athletes_are_good_role_models_for_kids

Workshop “Brand You”

What is a Brand?

Defined most simply, your “brand” is what people think of you.

A brand is a promise that you will deliver a consistent set of values, qualities, standards and experiences that those you touch (daily) want in their lives.

What do Coca Cola, Nike, Air Jordan and Oprah have in common?

They are all strong brands.

ARE YOU?

In this workshop, Ed takes you through the proven, 4 step branding process so you can market your unique brand and identity to the world.

QUESTIONS:

What are you most passionate about?

What can others (teammates, coaches, owners, sponsors, etc.) depend on you for?

What are the greatest strengths that have benefited your past teams?

What distinguishes you in your position?



PARTICIPANTS IN THIS SESSION WILL GAIN:

- The 4 steps of IDENTITY to discover, create and unleash their personal brand to the world.
- Inspiration and tips on how to create a unique “brand promise” and legacy.
- How to be a co-brander with any team or sponsor.
- A personal branding worksheet and resources to help set their brand on fire.
- Dynamic mentoring relationships, ongoing coaching support AND MORE!

BOOK NOW

To bring this session to your organization, please visit our website, call (714) 995-6900 ext. 6951, or e-mail debbief@championsunleashed.org.

WHAT PEOPLE ARE SAYING

"I want to truly thank you for the valuable time you spent with our group. I only wish we had had more time –The Mission and Branding experience truly moved us all! Thank You!"

-Gail M. Tenet Healthcare