



Cathy Holloway Hill



C HOLLOWAY HILL
ENTERPRISES
GLOBAL LEADERSHIP TRANSFORMATION

CONSULTANT, AUTHOR, TRAINER

ABOUT “EMPLOYEE” BRANDING:

EMPLOYEE BRANDING is a critical element of successful organizations. Cathy works with all size organizations to ensure their “employee branding strategy” is solid and successful. Employee branding shapes employees’ behavior so that they project the brand identity of their organization’s products through their everyday work behavior. Employee branding is intended to induce employee-brand identification, a psychological connection between the employee and the brand, to provide an unobtrusive, seemingly unproblematic engine for “on brand behavior”. Successful employees equates to company profits!

Align Identity + Action + Purpose = Branding



ABOUT CATHY:

In addition to her entrepreneurial work, Cathy has 28 years corporate experience with IBM Corporation. Cathy has a B.S in Computer Science and a Masters in Psychology. She is a Bestselling author of two books, a member of NAWBO, National Speakers Association (NSA), and is a blog contributor to Hope for Women Magazine and Inside Indiana Business with Gerry Dick. Cathy hosts an internet based radio show that has grown to over 2.1 million global listeners. WHMB Channel 40, headquartered in Indianapolis, sought Cathy to bring Living By Design to their TV line-up, and it has grown to be their top rated show. Cathy has interviewed many A-list celebrities, including First Lady, Michelle Obama & Dr. Maya Angelou. Cathy has been featured in Ebony and Black Enterprises Magazines, and she was recognized by the Indiana Commission for Women (and Governor Mitch Daniels) as a 2012 Torchbearer Award recipient; the highest award bestowed upon a women in the State of Indiana representing outstanding Community service and Excellence.

WHAT CATHY’S CLIENTS ARE SAYING:

Your Life Design Seminar was a critical part of our self-enrichment series. For whomever wants to be motivated to change their life, I would highly recommend your message!

—Chuck Williams, General Manager, Radio One Indianapolis, IN

Cathy custom designed a Competency program around Branding, and the results were phenomenal! If you want to take your organization and your teams to the next level, I would highly recommend Cathy Holloway Hill!

—Wendy Mendoza, District Manager, Chevron, Louisville, KY

Attendee at the workshops are anxious to begin work on their goal plan. Your message of branding and “talent improvement” was very powerful and uplifting. You are fabulous, and I would recommend you to any organization!

—Kathy Pleasant, VP, Fifth Third Bank Louisville, KY

Cathy is a very powerful and dynamic speaker and trainer; her contributions to our Girls/Women’s Programs are outstanding!

—Deborah Hearn Smith, CEO, Girl Scouts Central Indiana

A benchmarked study by DDI sites the following as the **top 5 reasons employees leave their jobs:**

1. Poor quality of relationship with immediate supervisor
2. Inability to balance work and home life
3. Don’t believe they are making a difference on the team
4. Low level of teamwork and cooperation with coworkers
5. Low level of trust in the workplace

A successful Branding Strategy will enable you to tap into under-developed employee talent and gain a competitive edge among your competition by attracting and retaining the best talent on the market.

A Brief Outline of the Branding Initiative:

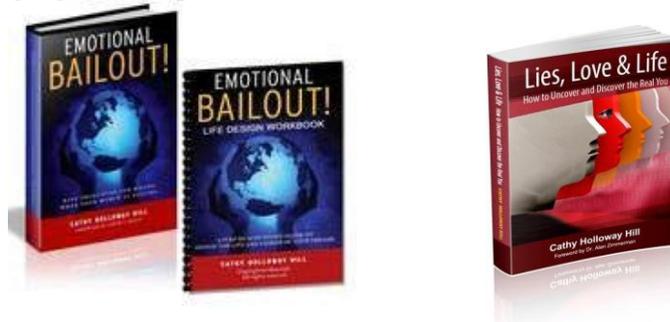
- Assess current environment (culture, morale, profitability, etc)
- Identify existing challenges within the culture
- Create a branding strategy customized to the culture
- Select competencies that align with Vision/Mission
- Create metrics to track & measure project success
- Roll-out Competency Workshops
- Align on-going strategy with Performance Evaluation Process

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The National Speakers Association

Cathy Holloway Hill’s unique style of motivating others has changed many lives. Cathy is highly sought for media interviews, keynote presentations, and corporate training. Both books - Emotional Bailout & Lies, Love and Life, are climbing the charts and empowering people to design their lives and not allow fear to hold them back!



READ WHAT THE EXPERTS ARE SAYING ABOUT EMOTIONAL BAILOUT!

When the world is sinking around you, there's good news. You DON'T have to sink with it. There's an emotional bailout waiting for you....just around the corner if you read Cathy Holloway Hill's book. It's just what the doctor ordered, so you need to devour every word of it.

Dr. Alan Zimmerman, CSP, CPAE Speaker Hall of Fame - Award Winning Bestselling Author

BOOK REVIEWERS AND INDIVIDUALS GIVE HIGH PRAISE FOR LIES, LOVE & LIFE!

Cathy Holloway Hill’s book Lies, Love and Life reads like she is talking to you in your kitchen over a cup of coffee. The strangest thing is that this book hit my desk at that point in my life when I needed it, so I felt gifted. And to be objective, it’s one of the best books I’ve read on denial and lies.

“The Review Broads”, Book Reviewers

Cathy is the official CZAR of the Emotional Bailout movement. Get behind her because this is the beginning of many books to come from this extraordinary soul.

Simon T. Bailey, MA, CSP - Award Winning Bestselling Au-

Cathy Holloway Hill’s book equips readers with specific, practical ways to overcome negative, self-destructive thoughts with positive, empowering ones. A must read for anyone with toxic thoughts and out-of-control behavior.

Angelia White, Editor-in-Chief, Hope For Women Magazine

Emotional Bailout is a solid, helpful book that will help lead you out of the darkness of this difficult and challenging time into new hopeful and positive possibilities!

Dr. Diana Kirschner, Ph.D., Bestselling Author of;Love in 90 Days, featured on Oprah, Good Morning America, The Today Show, People Magazine, and USA Today

Lies, Love & Life contains powerful tools for both career and life success. Cathy hits the nail square on the head with this winner. These tools and principles can be used to transform your personal life and your organizational employees. Cathy’s work accomplishments and books speak volumes about her character and commitment to excellence!

William Mayes, Founder/CEO, Mays Chemical

Emotional Bailout is a resource for everyone who is looking for greater happiness, success, and inner peace. Cathy's book provides you with the stories, tools, and inspiration to determine your life mission and the path to follow to accomplish it.

Marilyn Tam, Former CEO, Aveda; President of Reebok Apparel and Retail Group

Cathy Holloway Hill does it again with Lies, Love & Life. Her first book, Emotional Bailout, was a resource for everyone who is looking for greater happiness, success, and inner peace. Lies, Love & Life compliments Cathy's first book by helping readers understand how toxic self-talk can destroy your life. I highly recommend both books for readers who are looking for answers to life.

Midwest Book Reviewers