

Robert Ferguson

Values-Based Marketing

Robert Ferguson uses the power of values to help business owners and marketers create competitive advantage, while making a meaningful difference in their customer community. He drills deeper than most corporate mission-vision-values and goes further than looking at just ethics.

Robert's presentations are filled with real VALUE:

- **V**ision. Facilitating change that aligns and motivates all to move forward with purpose.
- **A**daptable. Providing a customized presentation to address an organization's specific objectives.
- **L**eadership. Bringing organizational focus and alignment to create real brand value.
- **U**sefulness. Adding ongoing value with links to relevant articles, resources and presentation slides.
- **E**ntertainment. Ensuring an inspiring and fun experience that motivates participants to change.

Whether you need a keynote speaker, a workshop presenter, or a half-day learning session, Robert will add value to your audience. Using differentiating values and his 20+ years experience as a marketing consultant, working with Fortune 500 companies and mid-to-small businesses, Robert will guide participants toward creating competitive differentiation.

For more information, visit
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www.FergusonValues.com
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