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The Work/Life Balance

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Friday at 2 PM Pacific

June 08th 2018: **Melissa Agnes - Building an Invincible Brand**

Rick will interview Melissa Agnes, President of Agnes + Day, Inc. Melissa is a Crisis Management Expert and will help you understand how to build an invincible brand. All businesses face difficult situations. It's the way you choose to respond to them that sets you apart. When your company is "crisis ready", your entire team—whether you're a team of 1, 10, 100, or 10,000—knows how to respond to any type of negative situation, be it an issue or a crisis, in a way that increases stakeholder trust and goodwill in your organization, making it invincible to any type of difficult situation that ma

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Featured Guest

Guest Image

Melissa Agnes

Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*, Melissa Agnes is a leading authority on crisis preparedness, reputation management, and brand protection. Agnes is a coveted speaker, commentator, and advisor to some of today's leading organizations faced with the greatest risks. As a strategic advisor and keynote speaker, Melissa Agnes has worked with many organizations helping them understand risk and build invincible brands that can withstand even the most devastating of events. In 2015, she gave a TEDx talk in Los Angeles where she discussed the secret to successful crisis management in the 21st century. Agnes is the editor of the *Crisis Ready Blo*

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