



# KENNETH BATOR

## Creator of the B+C+S Formula

Author of *The Formula for Business Success = B+C+S* and host of *Branding the Experience*, Ken Bator teaches organizations how to create environments where employees actually **want** to come to work and customers **want** to keep coming back! He is the founder of Bator Training & Consulting, Inc. and has more than two decades of experience in helping many small- to medium-sized businesses reach new levels of effectiveness. As an expert in brand concept, culture building and business strategy, Ken has assisted hundreds of organizations in a number of industries.

His articles have appeared in many trade publications including *The Credit Union Journal*, *Lifestyle Entrepreneur*, *CU Business Magazine*, and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.

## KENNETH'S MOST POPULAR MEDIA TOPICS

- ✓ **How B+C+S = The Formula for Business Success** - Aligning your brand, culture, and strategy to keep your staff laser focused on creating success. Value add: How to create a positive experience for your employees so they can turn customers into raving fans.
- ✓ **Branding the Experience** - Great organizations don't just brand their marketing. They brand the experience for their clients, customers, or members. Value add: How to build and maintain a #1 brand image.
- ✓ **Navigating Through Generational Generalities** - Discover positive ways to engage employees regardless of the differences among Gen X, Y, and Z as well as Baby Boomers. Value add: How to make meaningful connections in today's "wired" world.
- ✓ **Strategic Planning and Implementation** - The key to an effective plan is not what we put on paper but knowing what we are actually going to get done. Value add: How to implement simple tools that lead to execution and goal achievement.

## PRAISE

"Ken had our staff laughing at 7:30 AM! It's inspiring to see our team excited about the future." —**John Saatela – CEO of CarePoint**

"Ken's got it going on! We have had the chance to have him offer multiple online seminars based on concepts from his book. The straightforward way Ken teaches how to get your brand, culture, and strategy in order is right on point. If you're wondering what to do next, Ken can get you on track with bottom-line affecting results." —**Amy Rapp - Founder and CEO of VirtualCorps.com**

## CONTACT

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