



Lifestyle Design

Organizations | Individuals

Is Your Brand Doing Its Job?

Brand Culture for Companies, Non-Profits, Communities...

“When a brand digs its roots deep into an organization, it goes way beyond logo, lobby and letterhead,” says **Christine Leuthold Eisner, brand culture and lifestyle expert** and author of critically-acclaimed, *Comfort Living: A Back-to-Basics Guide to a More Balanced Lifestyle*. “At its best, an organization’s brand should be like the core identity of an individual. Genuine and in sync with day-to-day living, while easing the path ahead.”

- Is your brand up-to-date with the present, but more importantly, your future?
- How big is the gap between your brand’s image and the culture that surrounds it?
- Are you saying what you want to be saying to key people?

Benefitting Organizations, Past & Present

- **Appletiser**, and the Tiser family of all-natural drinks, owned by SAB Miller
- **Authentic Beauty Studio & Salon**
- A platform for **interior designers** (2014 launch)
- **Georgetown University** - Career Services Center and Student Life
- **The Sarasota Arts & Cultural Alliance**
- **The Longboat Key Club & Resort**
- **Polo Ralph Lauren Corporation**
- **Exodus / Communities in Schools**
- **The Perrier Group**
- **Film Forum**

Lifestyle Design @ Work

Christine is as comfortable talking mission and goals in the C-suite as she is observing, presenting or dialoging in the cafeteria, conference room or at a trade show. She brings to the table multiple ‘languages’ which include, branding, strategic planning, marketing, interior and exterior design, community outreach, customer experience, organizational flow, and the languages of listening and practical problem-solving.

“I look at all of the elements that make up a system, whether it is residential, corporate or community based. The work is not hidden behind a curtain. Instead I work transparently and cooperatively, seeking straightforward and implementable solutions that can be easily built upon over time.”



Schedule a Consultation:

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Brand Culture Consulting for Companies, Non-Profits, Communities...

When a brand digs its roots deep into an organization, it goes way beyond logo, lobby and letterhead.

At its best, an organization's brand should be like the core identity of an individual.

Genuine and in sync with day-to-day living, while easing the path ahead.

Lifestyle Design @ Work for Your Organization

Lifestyle Design brings expertise that includes branding, strategic planning, marketing, interior and exterior design, community outreach, customer experience, organizational flow, and importantly, the skills of connecting listening to practical, creative problem solving.

Process:

The work is collaborative, transparent, straightforward and ongoing. There is no black box or final 'reveal' After the decision to work together, it starts with discussion of mission, goals and priorities and is followed by Christine's process of observation and interaction with spaces and people, resulting in recommendations and implementation. Some actions can be almost immediate, while others take a more 'normal' time frame.

HR Needs: *At least one person* in your organization should be designated as the main coordinator for Christine when she is on site. The value to your organization is that the tools and know-how will get passed on and become an asset that keeps delivering to you from within.

In Christine's words, here's what to expect:

- **I come to you. We sit down and talk. I listen, observe and ask questions.**
- **We physically walk the environment and conversation and observation continues.**
- **Ideally we hear from others along the way to experience a range of perspectives.**
- **I will likely share recommendations, including some that can be implemented on the spot.**
- **We step back, share impressions and map out a plan**
- **We move ahead!**

Deliverables:

The possibilities are unique to each client, but might include any or all of the following:

- **Creating a 'punch list' of recommendations**
- **Conducting a brand assessment**
- **Suggesting and/or coordinating outside resources**
- **Blending Christine with your people-power for a period of time**
- **Advising on specific areas of focus via phone, email or Skype**
- **Returning for follow-ups as priorities shift and the brand evolves**



The goal is always to go for straightforward and implementable solutions that can be easily built upon over time. Clients have found that the process is easy, cost-wise, time-efficient and energizing.

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GENUINE TRANSFORMATION AT AUTHENTIC BEAUTY!
THANKS TO CHRISTINE EISNER

JAN
07
2014

Here's an excerpt from a client, **Authentic Beauty**:



Authentic Beauty wants to extend a huge thank you to **Christine Eisner**, brand culture and lifestyle consultant and author of [*Comfort Living, A Back to Basics Guide To a More Balanced Lifestyle*](#), whose expertise over the past year has resulted in a realigned brand culture that can be *seen*, and more importantly, *felt* as soon as you cross the threshold of [Authentic Beauty Salon and Studio](#).

The focus of Christine's work and her company, Lifestyle Design, is on experiences rather than appearances. And every change made at Authentic Beauty was with that in mind. Now, all who enter the studio experience Authentic Beauty as we are now, rather than who we were in the past. Her true specialty is communications and messaging of all types, verbal, written, visual, and subliminal. This she developed through decades of living and working in the US and internationally which gave her a unique perspective on lifestyle and branding. With a college degree from Georgetown University in Mandarin Chinese and Business, Christine later studied and worked as an interior designer.

She combined this base of knowledge with tools and skills developed elsewhere, including **her work at Polo Ralph Lauren Corporation where she was responsible for articulating the company's image** via community outreach, and philanthropic and cause-related marketing efforts that reflected Mr Lauren's values....

For the rest of it:

<http://myimagejourney.com/shine/2014/01/genuine-transformation-at-authentic-beauty-thanks-to-christine-eisner/>