



Lifestyle Design

Practical Tools for Balanced Living

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**
- **The Sarasota Arts & Cultural Alliance**
- A platform for **interior designers** (2014 launch)
- **Georgetown University** - Career Services Center and Student Life
- **Polo Ralph Lauren Corporation**
- **Exodus / Communities in Schools**
- **The Perrier Group**
- **Film Forum**
- **African National Congress / Robert De Niro**

Lifestyle Design @ Work

Christine is as comfortable talking mission and goals in the C-suite as she is observing and interacting 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 a hybrid. 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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