



CHRISTIE & CO

FROM DREAM TO MAINSTREAM

The Evolution & Future of Communication

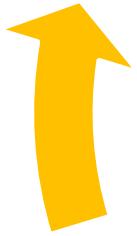
Gillian Christie
March 2022

Throughout the ages,
communication has been the
lifeblood of all cultures.

To create
conflict



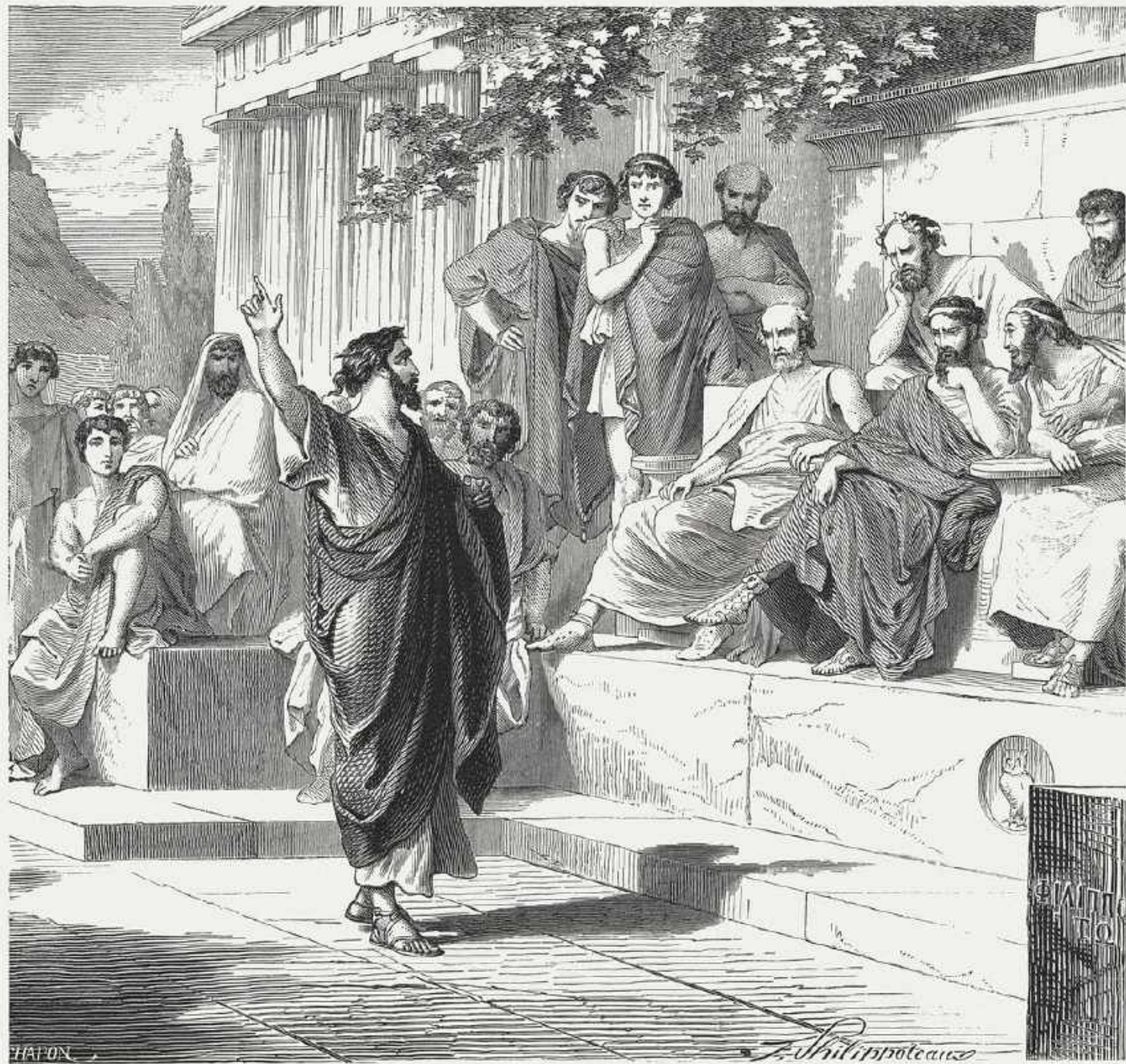
To
exchange
ideas



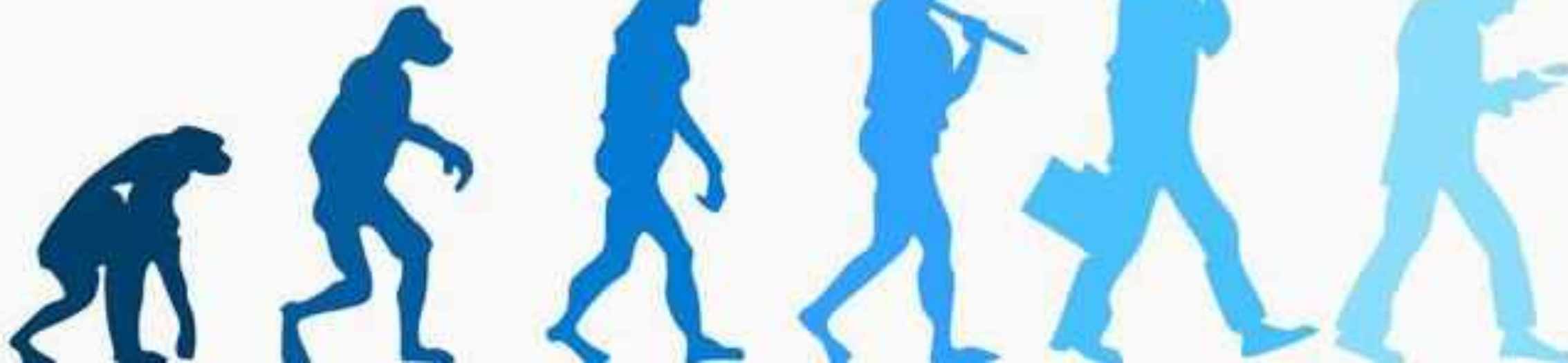
To build
bonds



To transfer
knowledge



And we have evolved...



From drumbeats

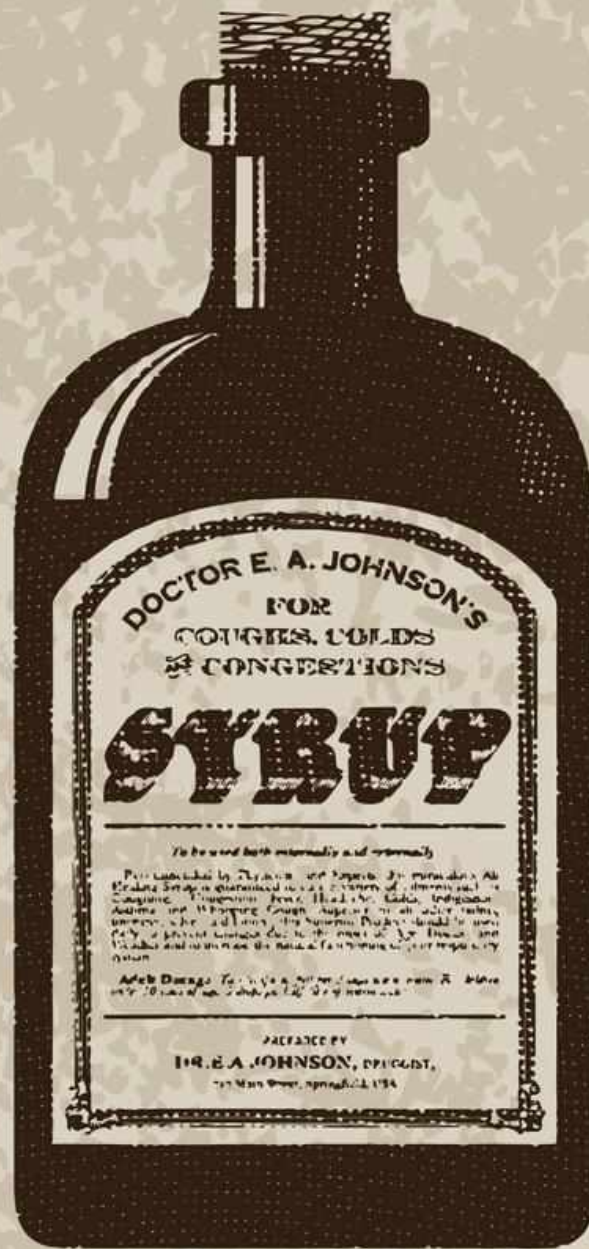
to the printing press

to emails

to social media

And a myriad of
electronic
communications

As long as we have been communicating, we have also been trying to sell our ideas, our products, our services, our solutions.



DOCTOR E. A. JOHNSON'S
FOR
COUGHS, COLDS
& CONGESTIONS

SYRUP

To be used both internally and externally.

Recommended by Physicians and Experts, this miraculous All Healing Syrup is guaranteed to cure a variety of ailments such as Coughing, Congestion, Fever, Headache, Colds, Indigestion, Asthma and Whooping Cough. Superior to all other balms, tinctures, salves and lotions, this Superior Product should be used daily to prevent changes due to the onset of Age, Disease and Weather and to increase the natural functioning of your respiratory system.

Adult Dosage: *Two teaspoons full per 2 cups warm water. For children under 10 years of age: 5 drops per half litre of warm water.*

PREPARED BY

DR. E. A. JOHNSON, DRUGGIST,

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Some think better results from communication should be...

Louder.
Everywhere.
All the time.



But you can go broke following the “louder is better” strategy.



A photograph of two women embracing outdoors. The woman in the foreground has dark skin and is wearing a black tank top; she is smiling broadly and looking towards the other woman. The second woman has light skin and is wearing an orange long-sleeved shirt; her arms are wrapped around the first woman. The background is a blurred city street with buildings and trees.

There's a better way to
increase results in all
communication.

In marketing and in life.

Humanize communication.



Reconnect.



Listen.

Learn.



Apply.



A young woman with brown hair tied back, wearing a white blouse with a bow at the neck and large hoop earrings, is smiling warmly. She is holding a brown glass bottle with a white cap in her right hand and a white smartphone in her left hand. The background is a bright, modern interior with a vase of blue and yellow flowers and a green plant.

Make it matter.

The difference between the right word and the almost right word is the difference between lightning and a lightning bug.

Mark Twain



So how does communication evolve?

Communication evolves when we respect all we touch.



Communication evolves when their priorities are understood.



Communication evolves when we respect and celebrate everyone.





Communication evolves when we are responsible for all involved.

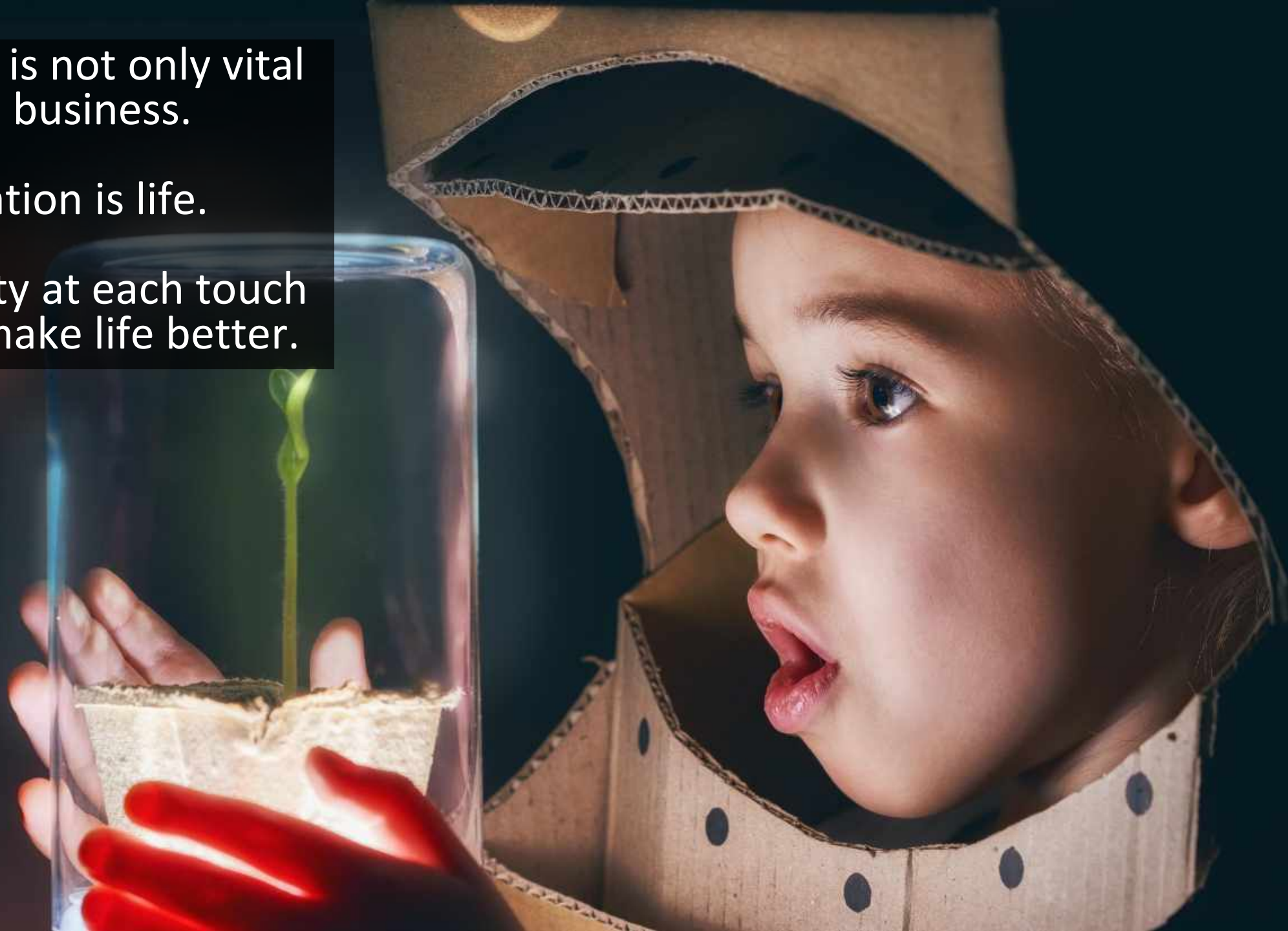


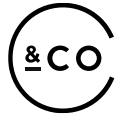
Communication evolves when
all voices are heard.

Communication is not only vital
for life and business.

Communication is life.

Our responsibility at each touch
point will truly make life better.





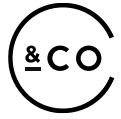
SENPA before & after

Before



After



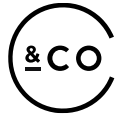


SOY Delicious before & after



Before

After



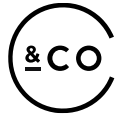
SUAVVA before & after



Before



After



Redd Remedies before & after



Before

After





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Thank You!

Gillian Christie
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