



BUSINESS **INNOVATION** GROUP



Tagline for entry point 3
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Tagline for entry point 3
EXECUTIVE



Tagline for entry point 3
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JOIN THE **BIG** COMMUNITY

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My professional career began when someone on an elevator asked me what time it was.

(Isn't that how most people choose a career?)

I always intended to become a professional singer. Growing up, I had envisioned using my voice as a way to inspire others to overcome their circumstances. Earning my BFA from New York University's Tisch's School of the arts in New York City, I was determined to spend my life making it big on Broadway.

At least I thought I was determined.

When I was willing to walk away from a plum singing role on a soap opera (for reasons related to a casting couch I would not sit on), I realized that perhaps this was not my dream.

I decided to get a temp job while figuring out what to do with the rest of my life.

Because I had no temping experience, no agency would hire me. Walking onto the elevator (after being turned down by the third temp agency in a building that had 5 of them), a man asked me what time it was. I told him 3pm.

The dialogue that ensued forever changed my life.

Me: "It's 3pm"

Man: "Well at least the work day is almost over."

Me: "Yes, if I had a job it would be."

Man: "You don't have a job?"

Me: "No. And no temp agency will hire me without any experience..."

He gave me his card and told to stop by his office later. He was the manager of a placement agency.

I stopped by his office. In two days, I was working for BBDO, one of the world's most prestigious advertising agencies.

In the course of a few days I went from singing for a living to helping my boss secure the rights to famous singers like Aretha Franklin, Christopher Cross, and Michael Jackson.

I rose quickly through the ranks and soon went to McCann Erickson, then on to Margeotes Fertitta and Weiss as a creative manager, once again rising through the ranks. I probably would have stayed there had it not been for the day when one of the founding partners asked for my help in creating an exit plan for his retirement.

Quite often it seems like creative minded people and their business partners don't speak the same language. We help you identify a common language to make sure everyone understands each other. Understanding each person's individual paths to a group goal creates greater room for accomplishment and bolder solutions.
Business Presentation Coaching

When making business presentations what elements put an audience to sleep and which wake them up and has them hanging on your every word?

With our Business Presentation Coaching, we explore the different factors that make a presentation engaging, memorable and inspire people to take the desired action. We cover everything from how to use PowerPoint to your best advantage, to knowing which elements of your presentation to change for different audiences. Pulling from the wide array of BIG's services we will design a package that is specific to your needs. Click here to make an appointment.

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Take your first BIG step right now.

Partnering with BIG is the first step towards stepping into your full potential as both a business leader and a person.

Let us be your secret weapon in creating the innovative life of your dreams.

Here’s how to reach us:

Email: info@businessinnovationgroup.com
Phone: (646) 450-4244

Want us to reach out?

Let us know what works best by filling out the forms below:

Name *

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Last

Email *

Enter Email

Confirm Email

Phone *

Subject

Your Message

Please re-type the text below

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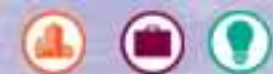
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BIG BLOG

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You're in the home stretch...

belinda • September 11, 2014

You are in your home stretch of 2014. Are you reaching your goals?

VIEW POST

What do you have to say...?

belinda • September 11, 2014

Consistency is our focus this month at BIG People have lots to say...

VIEW POST

View Categories:

- Strategy of the week
- Lorem Ipsum
- Sit amet non consecutor
- Adipscing illicit
- Non ellora minu pule

What do you have to say...?

belinda • September 11, 2014

Consistency is our focus this month at BIG People have lots to say...

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Ahhh Concious Living

belinda • September 11, 2014

Conciousness. Concious living.Sounds like a bit of a cliché...

VIEW POST

What do you have to say...?

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For Corporations

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For Executives

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For Entrepreneurs

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Speaking And/Or General Service

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The Business Innovation Group offers a number of services for both entrepreneurs and those in Corporate Environments, all dedicated to help you find your Innovative Selling Proposition.

General Headline One

BIG works with you to transform your average employee into an exceptional one. We assess their skills, review the needs of their position and develop a plan to maximize their strengths and give them the tools they need to be more effective. We take Executive Development to the next level: strengthening your team to improve your working environment, and at the same time, increasing company loyalty and bringing in greater revenues.

BIG works one-on-one with you and/or your key players, focusing on corporate connections in the following areas:

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General Headline Two

We form an elite partnership with you, offering unwavering support, total confidentiality and innovative strategic solutions, giving you outside support to grow your business. How many pro athletes do you know that are at the top of their game without a coach...even when they are number one in the world? Don't you think you deserve the same level of support? We do and that is exactly what we offer.

LEARN MORE

General Headline Three

We uncover the non-negotiable business values that make your company what it is. We then create a template for you to use as you identify new ventures or direction for your company, ensuring greater success. This will be key when you later work to identify your unique selling proposition as an individual and/or company.

LEARN MORE

General Headline Four

This process does not have to be a negative experience. Handled correctly, it can have positive outcomes and bring about other, unforeseen possibilities.

Knowing and reading your audience is key. It sets you on the most effective path to reaching them, creating a resolution that works for all. We'll show you how to clarify and understand your goals, the goals of others and your non-negotiable values. Once this is in hand, focusing and achieving your desired result will be as well.

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FOR EXECUTIVES



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The Business Innovation Group offers a number of services for Executives in Corporate Environments, all dedicated to help you find your Innovative Selling Proposition.

What is your Innovative Selling Proposition?

General Headline One

Are you experiencing the success you know you are capable of? If not, what's stopping you? Belinda works with a small group of private clients for one-on-one coaching. If you don't have the success and want to maximize your effectiveness, this may be ideal for you.

Belinda uses a two-pronged approach to accelerate this process: Together you will uncover any roadblocks while simultaneously developing an innovative plan to create the extraordinary business or career you've always wanted.

General Headline Two

Identifying the unique leadership qualities of all individuals will reveal how best to utilize their/your skills within a company.

We assist rising stars to identify their unique strengths and give both them and you the tools to enhance individual styles. We then explore the various areas where their/your brand of leadership is needed in their role at the company

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Are you leading change, or following behind it?

The Business Innovation Group offers a number of services for entrepreneurs that are all designed to help you find your Innovative Selling Proposition.

General Headline One

It's your core non-negotiable values. The ones you aren't willing to compromise on. Your ISP keeps you grounded in who you are, but also gives you the flexibility to adapt, create and innovate to the world around you.

BIG offers a variety of services include:

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General Headline Two

Are you experiencing the success you know you are capable of? If not, what's stopping you? Belinda works with a small group of private clients for one-on-one coaching. If you don't have the success and want to maximize your effectiveness, this may be ideal for you.

Belinda uses a two-pronged approach to accelerate this process: Together you will uncover any roadblocks while simultaneously developing an innovative plan to create the extraordinary business or career you've always wanted.

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General Headline Three

Through the "Elements of Empowered Communications", we teach you and/or your executives how to know and read your audience. By doing so, you become vastly more successful in reaching them. We also explore how to handle difficult conversations with employees, clients, or service people so the emphasis is on attaining the constructive solution as easily as possible. Finally, we break down the communication elements that make up a powerful presentation.

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Phone



Tagline for entry point 1
CORPORATION



Tagline for entry point 2
EXECUTIVE



Tagline for entry point 3
ENTREPRENEUR