

The Just Workshop

The Just BE Workshop from the Brothers Einstein is a full-day, hands-on workshop designed to help senior marketing managers and executives lower the barriers to inspiration and innovation and restore common sense to its rightful place atop the hierarchy of modern management tools...

The Just BE Workshop from the Brothers Einstein will help senior marketing managers and executives understand and manipulate the seemingly tectonic forces at play in our historic and often stormy but inexorable transition to digital life in the 21st century.

While there's clearly a place for more pedestrian marketing workshops and seminars that speak to specific technologies, channels and methodologies, we assert that the real demand from deep inside us all is for something more substantial, something more profound and impactful. Indeed, we believe that effective marketing in today's toxic media ecosystem demands nothing less than the emergence of an entirely new thought process, one that's...

- a) technologically agnostic but keenly aware of the aggregate effects of 21st-century digital acceleration and scale (suddenly everyone talks in trillions),
- b) respectful of the past but willing to examine and let go of failure to make room for the future,
- c) mindful of real-life experience and historical perspective as catalytic agents to convert knowledge to wisdom, and
- d) predicated on common sense and universal human behaviors that transcend and accommodate all generations and all technologies.

Workshop participants will learn how the fundamental life and work strategies of *subtraction* and *disintermediation* in fact promote big-sky potential and opportunity and set the stage for meaningful innovation. They'll learn how to *slow down*, how to *let go* of things that don't work, and how to *simplify* their work schedules and lives with the power of deliberate intent. The uplifting, expansive life perspectives and skills learned at the hands of the Brothers Einstein will last a lifetime, irrespective of project, job or circumstance.

The full-day Just BE Workshops typically start in the morning and end 6-8 hours later, and take place in venues designated and secured by the host companies. The entrance fee is \$1295 per person with an eight-seat minimum.

Contact the Brothers Einstein...

Jeff Einstein 347-561-4465 jeff@brotherseinstein.com

Mike Einstein 219-878-1006 mike@brotherseinstein.com