



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.  
South Asia

# Workshop on **Mindful Marketing: Strategic Moves to Amplify Business Growth**



**07<sup>th</sup> Oct 2024**  
**CHENNAI**  
Time: 10am to 2pm

**RAMADA by WYNDHAM**  
Chennai Egmore  
No. 2A Pooniamman koil Street  
Egmore, Chennai - 600008

**For delegate registration and other details, please contact**

**Ms Karpagalakshmi**

Andhra Chamber of Commerce

Email - andhrachamber1@gmail.com

Ph : 044-24315277

## Andhra Chamber of Commerce:

Andhra Chamber of Commerce was established in 1928 for the service of trade and industry. The Chamber has been serving the business and industry members with its offices at Secunderabad, Visakhapatnam and Vijayawada. The Chamber has more than 1200 members and 35 industry/trade associations affiliated to it. The major activities of the Chamber are issue of Certificate of Origin, organizing Conferences, Seminars and workshops, business delegations, issue of visa recommendation letters etc.,

## Friedrich Naumann Foundation for Freedom:

The Foundation was established in Germany in 1958. It aims to promote the goal of making the principle of freedom valid for the dignity of all people and in all areas of society, both in Germany and abroad. The Friedrich Naumann Foundation for Freedom works in over 65 countries worldwide. In South Asia they have offices in India, Pakistan, Bangladesh and Sri Lanka. Additionally, they work with partners in Nepal. They promote civic education, training and the exchange of ideas in the region in four focal areas. These are economic freedom, human rights, urban governance and digital transformation. In addition to the country projects, the Foundation supports regional programs.

## Objective:

This is a no-fluff, high-impact workshop designed for entrepreneurs to master strategic growth. Expect actionable insights, practical tools, and strategies along with visual cartoons to transform your approach to marketing and business expansion.

## Workshop Highlights:

- What's Your Secret Sauce?** – Discover and harness your business's unique strengths.
- The Compass and the Clock** – Balance strategy and execution for sustainable growth.
- Plant Your Flag** – Position your brand to stand out in a crowded market.
- The Marketing Machine** – Learn the 10 must-have elements for a successful marketing plan.
- Finding Gold** – Identify and serve the most profitable customer segments.
- The Threshold Effect** – Unlock small shifts that lead to massive growth.
- Funnel Vision** – Build marketing systems for predictable, scalable growth.
- The Golden Goose** – Maximize profitability by mastering Customer Lifetime Value (CLV).
- Marketing Mix Showdown** – Understand and leverage performance, brand, PR, and UGC.

## Outcome:

Walk away with a clear, actionable marketing strategy and the confidence to drive consistent growth.

## About the Facilitator:

Rajesh Srinivasan, founder of Mindful Marketing, is a strategist with a proven track record of driving transformational growth for CEOs and entrepreneurs. Learn from his innovative, cutting-edge marketing insights.