

CASSIE YODER

Business Owner
Motivational Speaker
Business Coach



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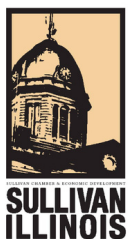
Compelling, Charismatic Collaborative

During her dynamic speaking engagements, Cassie shares her wealth of knowledge and experience on a wide range of topics, including marketing, business strategy, motivation, and more. Whether delivering keynote addresses or facilitating conference breakout sessions, she empowers participants to unlock their full potential and achieve success in their endeavors.

COMMUNITY CONNECTIONS

SPEAKING ENGAGEMENTS

-  **MOTIVATIONAL SPEAKING**
-  **EXECUTIVE LEADERSHIP**
-  **BUSINESS COACHING**
-  **EVENT ENGAGEMENT**



PIONEERING BUSINESSES

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A COLLECTION OF VENTURES

From a full-service marketing agency to premier theatre productions in Central Illinois, Cassie has launched multiple successful businesses. Read below to get a glimpse into the collaborative and expensive entrepreneurial endeavors:



CASS CONCEPTS

As a full-service creative agency, the team provides businesses, startups, and nonprofits with a comprehensive, one-stop solution for all their marketing needs. With everything managed in-house, clients are able to focus on their creativity and core objectives, rather than juggling photo shoots, content design, and strategic planning.



CASS CONCEPTS PRODUCTIONS

Nestled in the heart of Amish country, Penn Station Theatre is a cultural hub, showcasing the captivating shows of Cass Concepts Productions. With a seating capacity of 650, the theatre draws theatergoers from across the world who travel to experience the magic firsthand, filling its seats to witness the artistry and passion of every performance.



PRAIRIE COMMONS BUSINESS COLLECTIVE

Built on the idea of community over competition, Prairie Commons Business Collective empowers small businesses by providing them with a platform to showcase themselves within the community. At the Collective, pop-ups, community festivals, and events are hosted to help businesses expand and grow their customer base.

ABOUT CASSIE

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'COMMUNITY OVER COMPETITION' ADVOCATE

Cassie Yoder stands as the driving force behind her brainchild, Cass Concepts, a full service creative marketing agency - which was established with unwavering determination in 2005. A trailblazer in the realms of marketing, public relations, and events, Cass Concepts has swiftly evolved into a growing force in central Illinois's business landscape. Yet, amidst this major accomplishment, Cassie seeks out opportunities to help businesses, organizations & individuals further their growth and increase their impact on their own surrounding communities.

Throughout her two-decade tenure as the owner of her business, she has gained valuable insights into the pervasive issue of burnout plaguing many small businesses as they navigate the competitive landscape of modern society. Driven by her passion for empowering small businesses, Cassie is committed to addressing this pressing issue head-on in order to fulfill her dream of "Community over Competition." All boats can rise with the tide...and her belief that all businesses can grow side by side.



PURPOSEFUL IMPACT

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OVERCOMING THE OBSTACLES

With her expertise in the marketing industry and higher education, it is imperative that the focus of business coaching caters to the specific challenges a person or company faces, such as burnout prevention, leadership, public relations and branding, business strategy, motivation, and public speaking, you are equipped to solve a wide range of significant problems in both personal and professional realms:

- **Leadership Challenges:** You can help leaders develop effective leadership styles, foster team cohesion, and navigate complex organizational dynamics.
- **Business Strategy:** Offer strategic insights to businesses seeking growth, market expansion, or restructuring, ensuring they make informed decisions aligned with their goals.
- **Burnout Prevention:** Provide strategies and support systems to prevent burnout among individuals and teams, promoting mental health and sustainable work-life balance.
- **Motivation and Productivity:** Boost motivation levels and productivity through tailored techniques and approaches that inspire and engage individuals within organizations.
- **Public Relations and Marketing:** Enhance brand reputation, manage crises effectively, and optimize marketing strategies to reach target audiences and drive business success.
- **Personal Development:** Empower individuals to identify and capitalize on their strengths, set meaningful goals, and achieve personal growth and fulfillment.





SPEAKING **ENGAGEMENTS**

INVOKING INSPIRATION

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**BUSINESSS
&
MARKETING**

MOTIVATION

**CONFERENCE
KEYNOTE
& BREAK
OUTS**

As a seasoned college instructor and mentor, she has offered her guidance to an array of audiences. From delivering a compelling address at the IHAC Barn-raising Fundraiser, where she rallied support for community initiatives, to hosting the inspiring "Community over Competition" events at her firm, Cassie's commitment to fostering unity and collaboration is infectious and impactful.

COACHING OPPORTUNITIES

SUCCESS'S HIDDEN ARSENAL

Even the most seasoned leaders, with their wealth of experience and expertise, recognize the valuable role of coaching. Cassie is no exception to this. Over the years, she has gathered a compelling list of reasons why everyone—regardless of their level of experience—could benefit immensely from having someone who can shed light on their blind spots in the realm of business.

THE BENEFITS

- Provides individuals with personalized support and guidance tailored to their specific needs and goals, leading to more meaningful and sustainable development over time
- Helps leaders develop essential skills such as communication, decision-making, and conflict resolution, leading to more effective leadership within the organization
- Helps individuals identify and overcome obstacles that may be hindering their performance, leading to increased productivity and efficiency across the organization
- Encourages collaboration, trust, and open communication among team members, leading to stronger team dynamics and improved collaboration on projects and initiatives
- Equips individuals with the skills and tools to approach challenges and problems from different perspectives, leading to more innovative and effective solutions





LET'S CONNECT!

CONTACT CASSIE

Thank you for considering Cassie for your next growth opportunity!

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