

PRESS RELEASE

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GOPROBRIEFINGS.COM ANNOUNCES NEW TEAM MEMBER, JOHN MORLEY

March 14, 2025 – GoProBriefings.com announces a new addition to the team! John Morley, Thought Partner, Mentor, and Coach, builds custom curriculums for individuals and teams to address unique challenges through a fresh, innovative perspective.

John will team with GoProBriefings.com Principal and Consultant Pamela Evans and Corey Hansen, Trainer and Coach, to provide specific offerings aimed at enhancing the skills of Customer Engagement Program (CEP) professionals with new curriculum models focused on:

- **CEP-as-a-Service** to accelerate stakeholder objectives at a reduced cost and complexity.
- **The CEP as Your Organization's Premier Innovation Hub** – Positioning the CEP as a catalyst for innovation and strategic value creation.
- **Doing More with Less** – Scaling CEPs with the Resources You Have – Using Collaboration and Innovation to help CEP teams maximize impact with limited resources.
- **Customer CEP Business Models** – Articulating how your CEP creates, captures, and generates value.
- **AI & Automation for Customer Engagement Programs** - Introducing the CEP to the power of AI for operational efficiency and customer engagement.

“Corey and I are excited to welcome John to the team! John brings unique expertise and an innovative approach to training customer engagement professionals on scaling their programs while doing more with less. I’m impressed with John’s strategic and creative ability, which has resulted in creating training modules and playbooks that can be customized to a particular organization’s objectives, specifically in terms of leveraging AI and Automation.”

GoProBriefings.com adds John’s innovative CEP curriculum to its menu of recent original offerings including Briefing Ease™ through Facilitation and Dynamic Delivery™ for Discussion Leaders and Stage Speakers. All offerings are customizable to address changing client dynamics and objectives.

Pam, Corey and John can help take a program from “Zero to Sixty” at any starting point, depending on where you are in your customer engagement program journey. Our team’s experience will guide you with fresh perspectives in program leadership, strategy, operations, and innovative thinking. If your company has exciting new opportunities ahead where we can be of service, please contact us—see details below.

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