“Don’t be a passenger!” states Emora Ltd

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Sales and marketing specialists, Emora Ltd highlights why not to be a passenger in life and how to take control of any situation.

Every morning, Emora Ltd. offers optional motivational meetings to their contractors. The firm believes that these meetings are important and useful tools to aid development and upskilling. The firm covers a range of different topics including, but not limited to, entrepreneurship, sales, motivational figures, business techniques, marketing strategies, and habits for success.

About Emora Ltd: http://www.emoralimited.co.uk/

In one of the firm’s most recent motivational meeting, Managing Director Lauren Harrison covered leadership and taking control in life. The business owner feels as though this topic is important for Emora Ltd.’s contractors to hear as all of these individuals are ambitious, aspiring business owners.

Ms. Harrison demonstrated the art of taking control in life by using the example of how life and leadership can be compared to a car ride. The business owner highlighted how the person in the driver’s seat takes control of every move that the other people in the care take and shared how the passengers can still give direction but they never have the final say as to where the car goes. Ms. Harrison stated how in both life and leadership, a passenger will never be able to drive a team or control their own path.

In order to change this, Emora Ltd. believes that passengers must start to take control and make steps to put themselves in the driver’s seat. The firm is confident that for any person to get to their goal they must be the leader and take control of their own actions, as well as that of others. A passenger will never be able to reach their final goal if they have another person dictating their path. Emora Ltd. is confident that this applies to both leadership and life as a whole.

Emora Ltd. is an outsourced sales and marketing firm based in Nottingham. The firm specialises in a personalised form of direct marketing which allows them to connect with their clients’ ideal consumers through face-to-face marketing strategies at unique pop-up events. This one-to-one interaction with consumers helps Emora Ltd. to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness, and brand loyalty, as well as a guaranteed high return on investment for their clients’ brands.

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