

Jump the Fence: The Power of Counterintuitive Thinking

Bridges to Better Business with Terry O'Reilly

Host of CBC's Under The Influence, & Executive
Producer of Apostrophe Podcast Company

*When out-of-the-box thinking is
applied to strategies, marketing
problems can be solved and
revenues can dramatically improve*



If you've ever marveled at a brilliant solution, you'll also marvel at the path that led to that solution. And in this pandemic era, we need smart business strategies more than ever. Join Terry O'Reilly as he explains how different businesses solve difficult problems with counterintuitive thinking. Learn how to look at a problem with fresh eyes, how to re-define the obstacle and when to benefit from going against conventional wisdom. Whether marketing products or trying to attract tourism, the key is to identify artificial boundaries that limit your thinking - **and jump the fence.**

Date: Wednesday, December 2, 2020

Time: 11:30 a.m. – 1:30 p.m.

Location: Virtual event, hosted in partnership with The Hub and Huron-Kinloss.

Join us for Free! [Register here](#)



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For more information, contact Business to Bruce at 1-800-268-3838 or info@businesstobruce.com