



Community Over Competition:

Brands People Believe In

Workshop By:

Cassie Yoder

Cass Concepts Owner & Founder

Key Takeaway

Collaboration Creates Strength

When you lift others, you expand—not shrink—your own brand power.

Key Takeaway

Trust is Built in Community

Customers don't just buy a service; they buy into the story of how you show up for others.

Key Takeaway

Legacy is Greater Than Visibility

Competing for attention is short-term; contributing to your community builds impact that lasts

Workshop Overview

The goal of this workshop is to shift the focus from competing with others to building alongside them. Cassie will share her “community over competition” philosophy and how it has shaped businesses and revitalized entire towns. Participants will discover how collaboration, trust, and community-centered strategies can strengthen their brand, expand opportunities, and create lasting impact. By the end of the session, they will leave with a deeper understanding of how working together fuels success and inspires authentic connection.

LET'S CONNECT!



cass@cassconcepts.com



217-254-4012



www.cassconcepts.com