

OVERVIEW:

BRAND DEVELOPMENT & STRATEGIC COMMUNICATIONS

WHAT WE DO

Clarity: We guide an organization to a clear and unambiguous definition of who they are, what impact they will have and how success will be measured.

Action: We help reduce a complex plan to meaningful action.

Tools: We use the tools and techniques of brand development, strategic planning and marketing and communications - along with solid program design, operations and financial planning.

The result is to eliminate ambiguity of mission and purpose so the focus of all communication, operations and program design is on impact and results.

This hands-on process was developed with and for government agencies, non-profits and corporations and their stakeholders. It is a clear and complementary part of strategic planning. **Among other**

benefits:

- Aligns your brand with programs so there is no gap between intent and delivery.
- Builds capacity to consistently communicate with all stakeholders.
- Builds capacity for strategic development and delivery of programs and services.

BUILDING CAPACITY TO COMMUNICATE

- Organizations – *new or established* - require disciplined capacity building and strategic planning.
- Reducing a complex plan to meaningful brand and program action is a key element. What we do is unique and yields powerful results, productive energy and clarity useful on many fronts.
- Our approach fills a needed gap by enhancing and clarifying your brand in a way that can be effectively translated into actionable program initiatives.
- Our approach will build your internal capacity to develop and sustain programs and to assess, anticipate, capture and deliver new opportunities for programs and partnerships.
- From this foundation, your organization can refine and advance its programs, improve its operations, effectively connect its financial strategy, develop and deliver effective communications and organize and manage its staff resources.

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Process: Brand Development & Strategic Communications

Brand is the *experience* of your organization delivered through its programs and the organization's sustained ability to perform. **Key points:**

- Brand and strategic development planning must **inform and strengthen each other**.
- The net value of this process is more strategic and measurable program development and delivery.
- Brand development will shape your operations and communications and strengthen capacity for business development, growth and sustainability.

