



SIKORA ASSOCIATES, LLC

Helping Organizations Understand...

Beaty & Associates, Inc

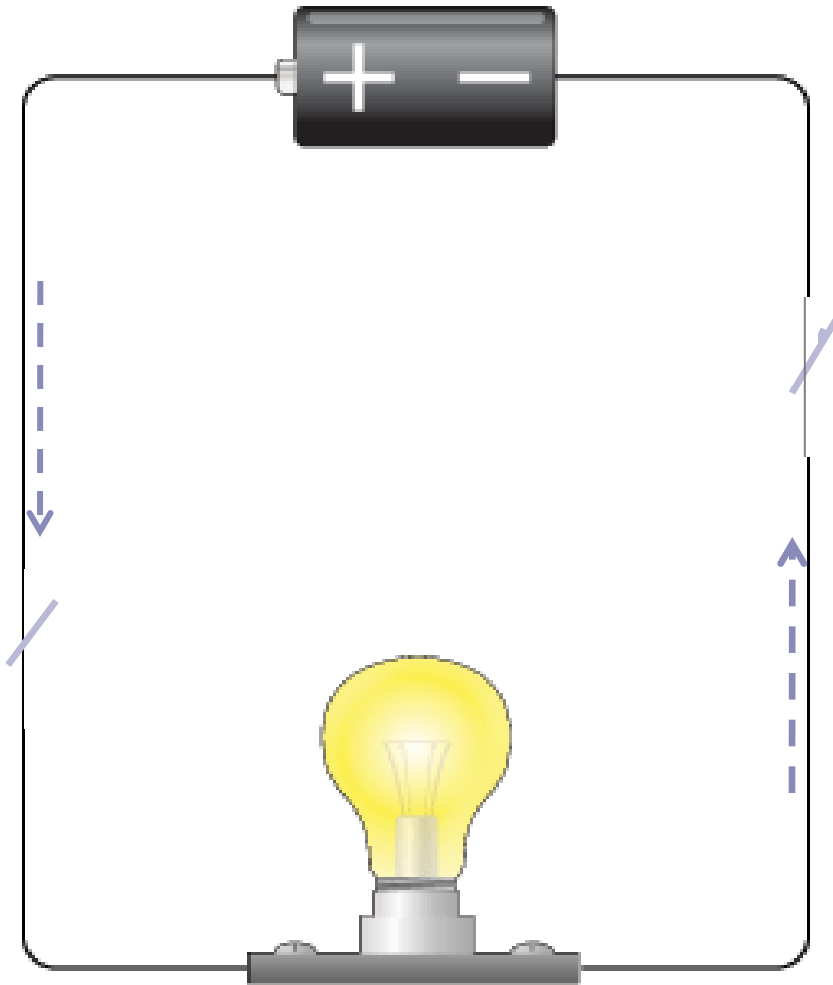
Strengthening Connections

Research to Help You (Re)connect
with Customers and Stakeholders

What does it mean to be “Connected”?

- It is an *ongoing, dynamic, two-way* exchange of ideas and feedback between you and your multiple stakeholders
 - Internally
 - Continuous shaping of a coherent organizational identity and truly shared values and vision across the firm
 - Clarifying priorities and allocation of scarce resources for highest ROI of marketing and operational efforts
 - Externally
 - Dynamic insight into the evolving needs, motivations, and expectations of consumers, business partners, employees, and social/political institutions
 - Constant awareness of trends, issues, and contextual forces that impact the future of your firm as well as your multiple stakeholders.

It's About Completing the Circuit



Connections
require a *two-
way flow* of
energy.

Research That Strengthens Your Connections

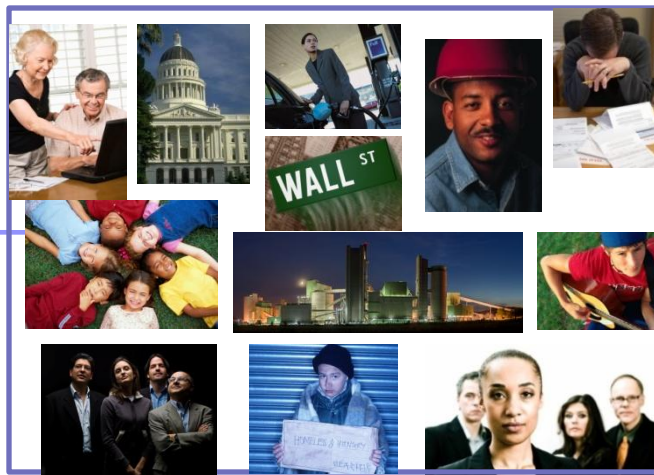


CONGRUENCE
Your organizational energy is focused

CONVERSATION
You are having a *two-way* conversation with your customers. Their point of view is guiding your organization.

CONTEXT
You are aware of and accounting for the dynamics of your environment and how that impacts you, your customers, and your connections

CLARITY
You have clearly defined and prioritized the groups that matter most to your business.



Congruence

Parallel Universes

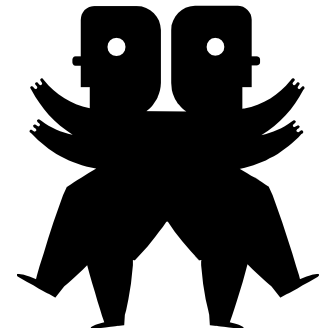
Strengthening Connections: Congruence

- Parallel Universes
 - C-level vs. Managers vs. Frontline vs. ...
 - Finance vs. Marketing vs. Engineering vs. ...
- Can result in:
 - Different, contradictory definitions/images of “Us” and “It”
 - Silo’s of strategies, tactics, and behaviors at odds with moving forward
 - Working at cross-purposes and confusing your stakeholders
 - Resources wasted due to lack of shared purpose and shared meaning.



Lack of Internal Congruence Diverts Energy

- Internal Congruence is a critical foundation for Connections
- Include fundamental questions about
 - Who we are
 - Who we want to be
 - What is keeping us stuck
 - Operational issues? Corporate culture? Environmental constraints?



We help you *explicitly define and socialize an internal point of view* so your energy can be focused more effectively.



Context

Environmental Influences

None of our actions exist in a vacuum



Place your strategy and conversations in a larger context to account for factors that might facilitate or hinder your success.

Strengthening Connections: Context

- *Environmental Scanning* helps you understanding trends and dynamics in the larger context
 - Anticipate impacts: political, economic, socio-cultural, media, competitive trends and events can create barriers or create leverage
 - Better assess your impact by including external baselines or larger trends
 - Place your work in a larger “stream” of issues to make it more relevant for decision-makers and other stakeholders.

- *Competitive Intelligence* keeps you aware of potential threats and opportunities.
 - What are the unmet needs of your stakeholders? Where are gaps that you are uniquely positioned to fulfill?
 - Who else is meeting or attempting to meet their needs? How well are they doing? How are they doing it?
 - Who are potential partners for leveraging joint resources?

Time is a key element of Context

Are you trying to move forward
using your Rear View Mirror?

Are you repeating the same story with the
Same old data?

Same old assumptions?

With the same results?



Environmental Scanning
keeps your eyes on the road ahead



Clarify

Who is “Stakeholder”??

Clarify: Thinking about “Stakeholders”

■ Identify relevant groups

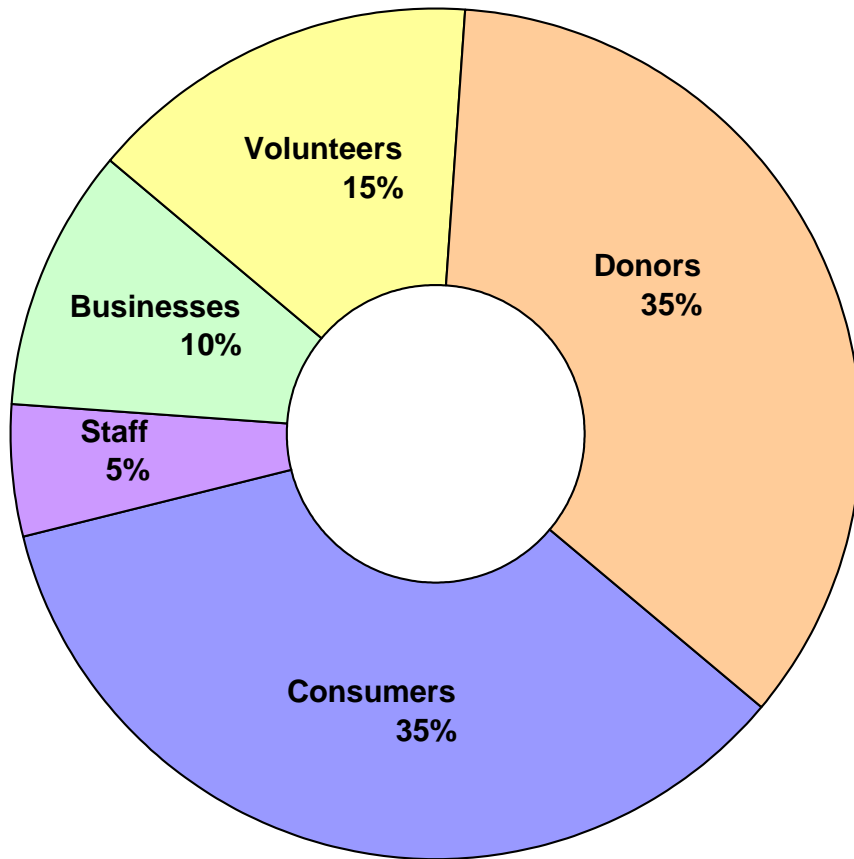
- Broaden thinking about who is important
- Expand view to encompass all possible stakeholders (today and tomorrow)

■ De-homogenize

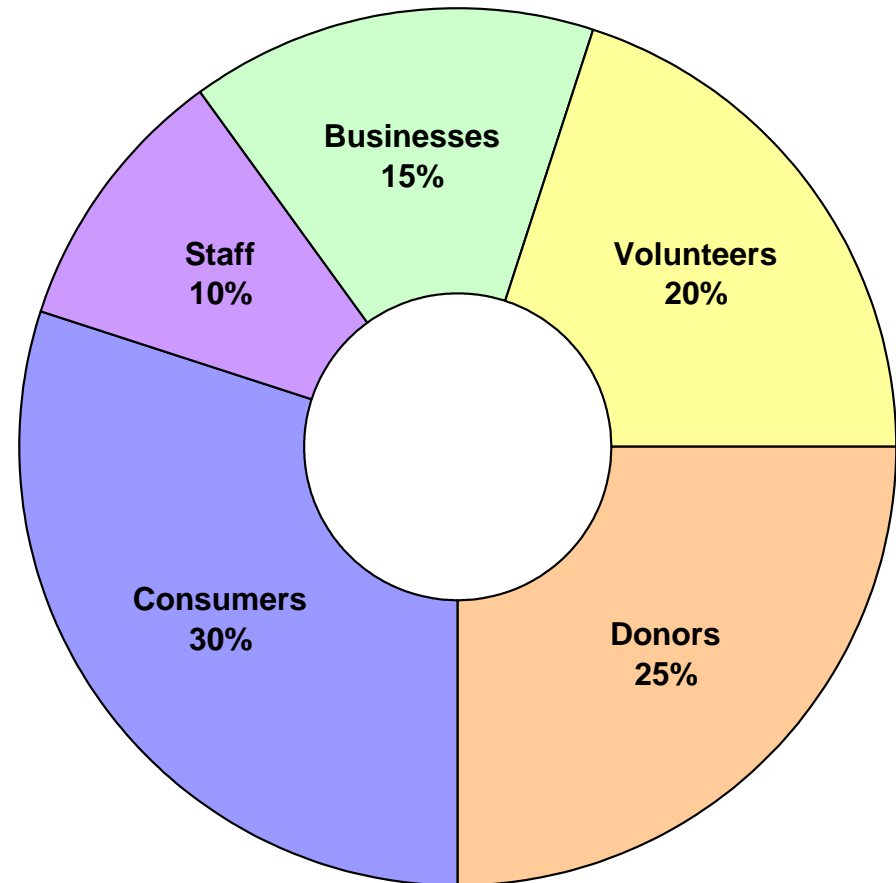
- Particularize view to target key segments
- Describe them in actionable ways
- Prioritize groups for resource allocation

Getting Specific about Stakeholders

Today



Tomorrow



The “Wheels” are different for every organization– CLARITY for YOU is key



Segmentation allows for fine-tuning strategy and tactics

We help you:

- 1) Identify and **clearly define** stakeholder groups relevant to YOU
- 2) Fine tune your definitions and prioritize specific segments for targeted action

Conversation

Perspective Matters

Strengthening Connections: Conversation

Over the years we have learned:

Insiders are poor surrogates for outsiders.

**The greater the internal enthusiasm for “what we know”
the greater the need to confirm it “out there.”**

Your Internal Point-of-View or Perspective may be
a key barrier to building Connections.

Perspective goes deeper than opinions

- You have a “supply-side view” of the world
- Your stakeholders have a “demand side view”

The disconnect between the two may be very subtle

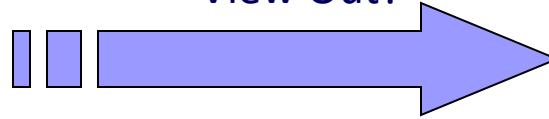
- Taken for granted definitions of key terms that are really jargon
- Perceptions of who you are or what industry you're in
- Views of who or what is really your competition

Demand vs. Supply-Side Point-of-View

Supply-side



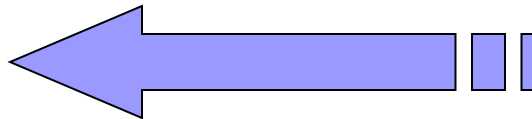
Do You Push Your View Out?



Demand-side



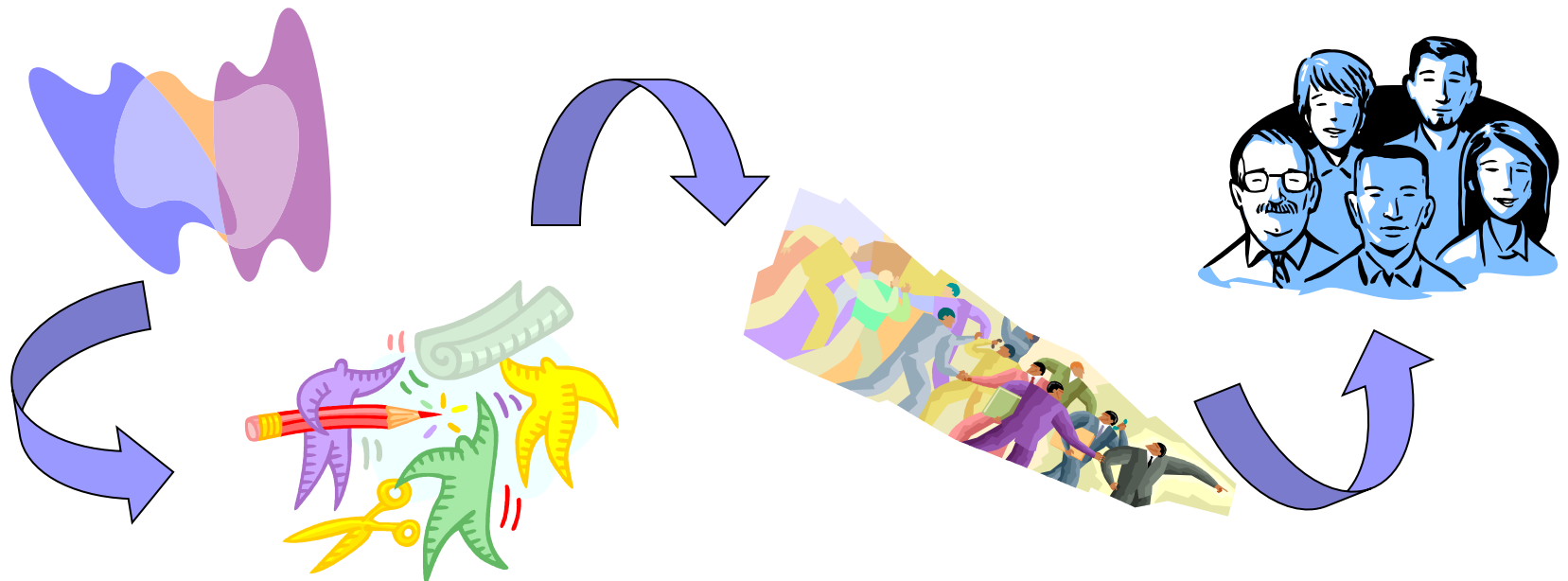
Or Bring Their View In?



Data driven – a double-edge sword?

- When you “run the numbers” for reporting purposes, do you think about the motives and perceptions, the people, behind the numbers?
- Are you relying primarily on data that only reflect the questions you care about or are you listening, really listening, to voices in your community?

We help you humanize your data, make it richer and more relevant to you and your community.

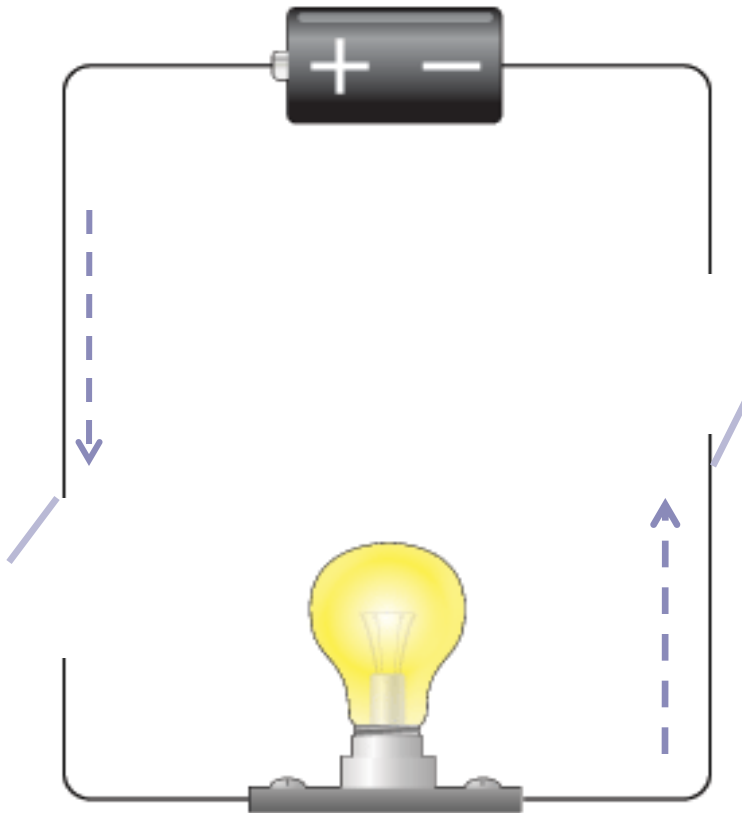




We Can Help Close Disconnects and
STRENGTHEN CONNECTIONS

It's About Completing the Circuit

Connections require a *two-way flow* of energy



WHERE ARE YOUR DISCONNECTS?

Congruence: Are you interfering with yourself?

Context: Are you aware of external corrosives & conductors?

Clarity: Are you fuzzy in your customer/stakeholder priorities?

Conversation: Are you talking *at* or listening *to* your stakeholders?

Decades of experience helping organizations (re)connect

Let us help YOU strengthen, deepen, and broaden your connections.

- Identify disconnects that are blocking the flow of information or feedback to and from your customers.
- Identify internal barriers that make it difficult to create a coherent organizational identity, truly shared values, and actionable mission.
- Clarify customer segments and priorities to ensure optimal allocation of scarce resources.
- Provide insight into the evolving needs, motivations, and expectations of your key customer segments.
- Offer insight into external trends, issues and forces that impact you today and tomorrow.

We Look Forward to Helping You Strengthen Your Connections



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Helping Organizations Understand...

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