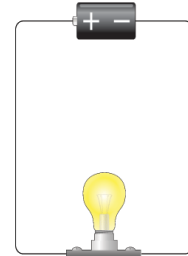


It's Time To Reconnect!

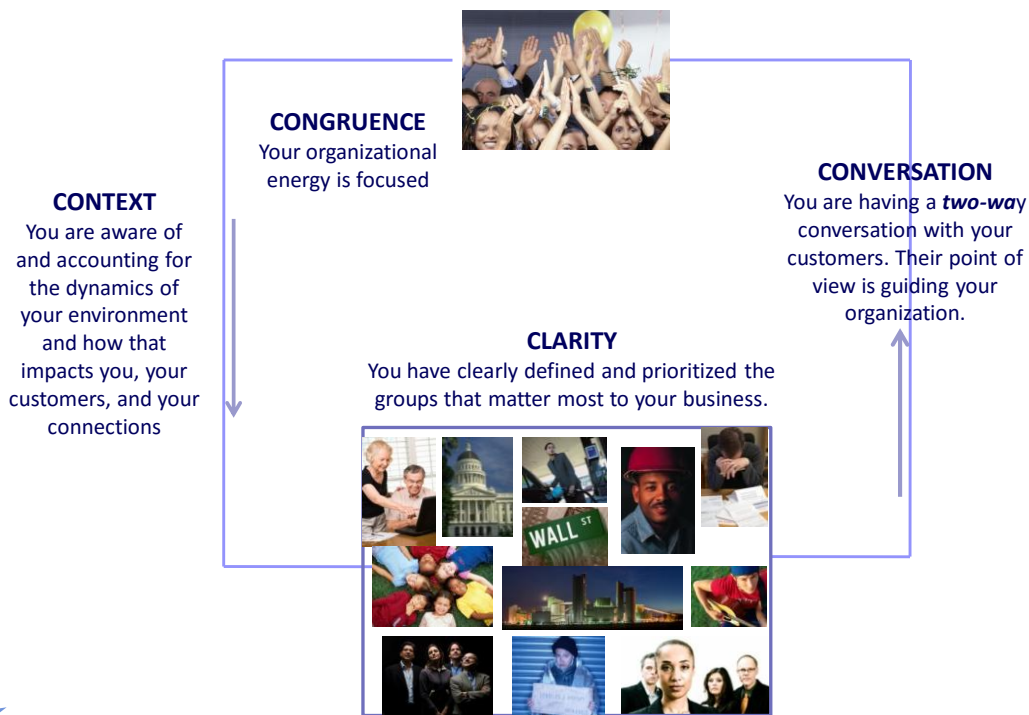
The financial and housing sector implosion of 2008/2009 dramatically shifted organizational focus - the "fads" of cost cutting, leaning, downsizing became imperatives. Energy increasingly turned inward as businesses and non-profits looked for any way to survive what felt like an economic war zone.

Firms can only survive so long in the organizational bunkers and bomb shelters. Sooner or later, you have to emerge, look for opportunities to grow, make money rather than continue to trim at the bare bones. It's time to go on the offensive rather than remain locked into defensive tactics that keep us locked in red ink. It's time to emerge, it's time to build the positive side of the balance sheet, it's time to look outside for opportunities to grow... it's time to (Re)Connect with the customers and other stakeholders that you may have neglected while focused so intently on sheer survival.



You want to re-energize these languishing relationships. Remember 6th grade science when you started to explore the mysteries of electricity? The goal was to light that light bulb or buzz that buzzer. You discovered several things that made the connection work... or not...

Research That Strengthens Your Connections



Congruence - Focused energy

The last few years have been draining. We have put a lot of pressure on ourselves and our employees to simply survive. Our internal batteries need to be recharged to make things

happen again in the marketplace. Is your battery charged? Are your employees feeling engaged and committed to your success or are they marking time waiting for the economy to really pick up so they can take their creativity and knowledge elsewhere? **Is the energy in your firm focused on the future or scattered in multiple and/or conflicting directions?**

Who are YOU today? How has your firm changed, in terms of culture, priorities, values, goals, and strategic direction? Are you prepared for the new realities of the future?

If the energy in your battery is diffused or weak, the light bulb will not light. We can identify where and how your internal energy is weak or where different departments or levels in the organization are working at cross-purposes. Stop interfering with yourself - create the truly shared vision, meaning, and goals that channel your organizational energy in the same direction with increased intensity and passion.

Clarity - Lighting the bulbs that matter

We're not naive. We know that organizations are working with very limited resources. So, doesn't it make sense to direct those resources, direct your energy to segments or stakeholder groups that matter most? Many organizations are realizing that an exclusive focus on short-term shareholder value is a dead-end. The triple bottom line mentality is starting to bring balance back to business where people, profits, and planet weigh equally in defining success. Broadening the focus on "who matters" ensures that we account for the range of possible opportunities and pitfalls. Limited resources demand that we identify which of those opportunities and pitfalls deserve the lion's share of our attention and energy.

Our stakeholder segmentation approach provides clarity to the question of "who matters" - we help you identify the range of possible stakeholder groups - whether customers, shareholders, vendor/supplier/partners, regulators, or employees or ?? - then work with you to define and prioritize key subgroups. Clarity keeps you focused on the bulbs that light your way to long term success rather than diffusing limited resources and energy to dead end or low ROI efforts.

Conversation - Completing the circuit

You discovered that no matter how powerful the battery or how many wires there were going down to the light bulb, the bulb wouldn't light until you created a flow of energy from the bulb **back to** the battery. Wires had to go to and from the light bulb. Similarly, without a flow of energy and insight from your end-users or other stakeholders back into your firm, you won't complete the relationship circuit.

Pushing marketing materials, information, blogs, tweets down or out at the world isn't a connection. The world and customer perceptions, values, needs, expectations, and behaviors have changed a lot. When was the last time you asked your customers or stakeholders how they felt about you, your products, your services, your competitors and most importantly the future? When was the last time you really listened and not simply verified your understanding? If you're not listening, it's not a complete circuit and you are not connected.

If you're doing all the talking, you're only learning what you already know, and what you know may be woefully out-of-sync or out of date.

We can help you establish, reestablish, or repair your two-way connection with the outside world. We provide actionable information that emphasizes the voice and point-of-view of your

stakeholders; bringing insight and understanding into your organization so your decisions about what goes out can have maximal impact.

Context - what's facilitating/inhibiting your connections?

You have the bulb glowing bright, all looks well. Then the salt water from the experiment at the next station spills over on your circuit board... Zap, darkness. The circuit simply works better (or not!) under certain conditions. Knowing what the conditions are allows us to adapt the circuit to maximize positive conditions or minimize the effects of negative conditions.

Conditions have certainly changed over the last 10 years - political, economic, and social forces can be leveraged to build your connections or they can stop you dead in your tracks.

Environmental scanning helps identify contextual factors that are specifically impact your connections and helps you actively manage your connections rather than reactively fighting unexpected short-circuits from unexpected places.

Let us help you strengthen, deepen, and broaden your connections

We can help you

- 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.

Let's connect.

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