



**BREAKING POINT -
accelerating changes
increases the need for
continuous market insights
but there are fewer internal
resources to help**

Corporations, small businesses, and not-for-profit organizations struggle to keep up with critically needed market research updates, strategy refinement, and marketing message validation. Corporate cost cutting has resulted in massive layoffs of seasoned experts at the same time

as rapidly changing industry dynamics driven by digital transformation (cloud, mobile, and big data, etc). The typical result is less experienced team members creating exponentially more critical analysis and recommendations.

In some cases teams are directed by corporate executives to work with “preferred” big vendors. This also presents several challenges. It is difficult to create a trusted relationship with a large vendor who often provides different staff for each project which also impacts the team from the time to bring them up to speed. The team itself often provides most of the content and value, not the big vendor. Sometimes it seems as though the big vendor is working for the executives, rather than directly for the team. Even more frustrating is when different teams are tasked with the same project resulting in duplicate effort and likely different direction.

The result is that internal teams struggle with juggling many priorities and often rush to complete projects to meet deadlines. This can include minimal proactive research of market shifts, limited analysis of threats and opportunities to strategic plans, and no testing of market messages with customers or industry analysts. The impact is increased business risk in an environment where quickly adjusting the business based on market shifts is critical to creating competitive advantage and not doing so leads to irrelevancy.



REED STRATEGIES - trusted insights to lead in our diverse & changing world

In the Idea Economy there are stories everyday about new ways that businesses are transforming their industries. But in our rapidly changing world many businesses are struggling to capture new opportunities or minimize new threats. The challenge is to leverage a diversity of perspectives and to quickly analyze and synthesize vast amounts of information. The goal is to develop a market based aligned viewpoint to create or to refine business strategies and marketing messages.

Reed Strategies' fills the gap between the reality of what internal teams can accomplish and leadership expectations. Services include:

- Market Research & Analysis
- Strategy Assessment & Refinement
- Message Creation & Testing
- Speech Development & Preparation
- Add-on Services: Quarterly Update Option, Graphics (provided by recommended partner)
- Special Projects (custom)

"RS Market Research Insights" subscription service is free for clients. Clients receive a quarterly market report covering key industry topics starting with the Future of Work. For over 15 years I have been on teams defining the next generation of work including market research, strategy development, and marketing (message creation and testing and launching new solutions).

Last but not least, Reed Strategies is honored to give back to our local community and support targeted charities including education, respecting diversity, and good sportsmanship & leadership.

BENEFITS - Client Advisory Community

Managing customer advisory boards for both Avaya and CSC has given me first hand experience with the value of being part of a community to build long term relationships. A benefit of becoming a client is free membership in our Client Advisory Community. This network provides opportunities to collaborate with peers on challenges and opportunities, provide input into "RS Market Research Insights" reports and agenda, attending business and social events, and access to "RS Market Research Insights" reports.

For additional information please visit the following sites:

www.reedstrategies.com

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