

PETERSCOMMUNICATIONS

STRATEGIC TRANSFORMATION PROCESS

A program designed to help an organization successfully transform itself for the future.

OBJECTIVE

The objective is to crystallize, develop, create, analyze, explore, prioritize, define, clarify and execute an innovative transformation of the organization in order to enter a more successful path for the future.

DEFINITION

A **Strategic Transformation Process** improves the way an organization does business and communicates. It provides a roadmap for a measured, goal-orientated response to an ever-changing marketplace as well as to the need to improve performance. It is the execution of an integrated program aimed at developing a new identity that results in a more successful future.

Strategic Transformation Process is an innovative way management creates a future vision, then takes the necessary actions to develop those products, services, procedures and operations that will make it a reality.

DESCRIPTION

This process consists of a series of focus group meetings, facilitated by **PetersCommunications** followed by specific solutions and actions. They include focus groups with the management team, department heads and certain segments of the staff. Other meetings evaluate progress, determine changing needs, motivates action and maintains focus on the future.

Working closely with the management team, **PetersCommunications** develops consensus on the necessary goals and future vision, which become the platform for a transformation from “**what was**” to “**what must be**”. We facilitate planning, establish a higher standard of performance and introduce innovative methods for departmental understanding and teamwork. We also coordinate development of a new brand/concept for the company that meets the needs and desires of the company as well as potential clients and customers.

ACTIVITIES

1. STRATEGIC PLANNING

Management Team Focus Group

- Clarify goals for the planning process
- Identify the present barriers to growth
- Assess strengths of the competitive environment
- Motivate key decision-making
- Prioritize Present & Future
 - Strengths/Weaknesses
 - Threats/Opportunities
 - Facts/Misconceptions
 - Needs/Concerns
 - Critical Issues/Relationships
- Historical Review
- Consensus & Creation
 - Goals
 - Objectives
 - Mission
 - Vision
 - Time Frame
- Value Selection

2. PRODUCT REVIEW

Management Team Focus Group

- Product Assets, Acceptance, Sales, Community Involvement
- Activities
- Past And Present Promotional Activities
- Review All Recent Research (Last Three Years)
- Organization
- Competition
- Points of Difference

3. UNDERSTANDING THE COMMUNITY AND ITS PEOPLE

Community Leader Focus Groups

- Review And Determine Demographics, Psychographics And Any Special Characteristics Of The Community/People
- Issues, Needs And Concerns Analysis
- Vision of Future
- Assets/Liability Analysis
- Historical Analysis (Community)

Customer/Client Analysis

Lifestyle, Values Analysis
Concerns
Family, Financial, Cultural
Needs (Information, Solutions)
Media, Product Preferences

4. MANAGEMENT TEAM DEVELOPMENT

Management Team Focus Group

Department Manager Role Definition
Internal Relationship Analysis & Modification
Value And Goal Commitment Activities
Activity Analysis And Prioritization
Strategic Transformation Plan
Target Issues, Define Solutions
Values & Beliefs Assimilation Activities

5. BRAND DEVELOPMENT

Management Team Focus Group

Brand creation
Crystallize Concept, Story, Symbol and Brand Personality

6. COMMUNICATION CONSULTATION

Management Team Focus Group

Strategic Marketing & Promotion Direction
Prioritize Opportunities
Review Goal Benchmarks
Define and Set Targets
Relationship Formula

7. EXECUTION

Management Team Focus Group

Action Plan Execution
Establish Controls
Review and Evaluate Execution

RESULTS

- *Creation of revenue producing products and services.*
- *A shared plan for long-term success.*
- *Powerful new identity for the future.*
- *Renewed commitment and dedication.*
- *Accountability at all levels.*

OUR RESPONSIBILITIES

To facilitate, participate, define, motivate, explore and channel the collective merging of ideas that will become the base for a strategic transformation.

To present opportunities that will achieve higher levels of success.

To help develop a committed, focused, unified management team.

To work with management to achieve pre-defined goals, providing consultation in all areas of Strategic marketing, promotion and internal/external communications.

To provide the organization the opportunity to achieve the greatest level of success through a more committed, more dedicated, more unified management team armed with the precise focus for its achievement.

BENEFITS

- *Opens up new opportunities, possibilities and revenue streams.*
- *Injects a high level of confidence in the totality of the organization.*
- *Changes the way the organization thinks of its product.*
- *Provides a basis for precise decision-making.*
- *Sets new directions, opens new horizons.*
- *Motivates new levels of performance.*
- *Creates internal belief and credibility.*

COST

Cost is in the form of a nominal monthly fee. Travel and lodging expenses are billed separately. There are three plans to choose from.