

## BRIEF DESCRIPTION OF DISCIPLINES

Inward Strategic Consulting bridges the gap between traditional strategy consulting firms and creative communications agencies such as advertising and public relations firms. Our service model is focused on the following core disciplines:

**INWARD MARKETING®:** This is a three-phase, nine-step approach to change management and communications. Inward Marketing® educates, enrolls and inspires internal corporate audiences in support of major change initiatives such as mergers and acquisitions, large-scale I.T. implementations, strategic redirection, reengineering, downsizing, and new management appointments. Through the Inward Marketing® methodology, change initiatives take hold faster, are enthusiastically supported, provide a return on investment, and are sustained over time.

**DIALOGUE MARKETING®:** A proprietary, facilitated process that creates an external brand positioning that is leveragable, action oriented and supported within the company. It employs an understanding of the Integrated Marketing Model, Brand Architecture and Dialogue Marketing planning. The process uses tactical alignment and database management to move the target audience sequentially from being aware of the company, to considering the company, to preferring the company, to having an on-going relationship with the company.

**VISIONEERING®:** We often find that management efforts fail at the execution stage due to a lack of a cohesive team vision and a clear direction at the top. This is especially true in times of rapid team formation and/or change. The Visioneering® process assists clients in accelerating growth through the creation of team-wide shared vision and ambition alignment. With organizational effectiveness of the leadership team optimized, the execution of corporate strategies can then occur in a productive team environment.

**BEST PRACTICES RESEARCH:** We enroll sponsoring companies to participate in multi-client, syndicated studies that provide benchmarks for improving performance through establishment of “best practices baselines” in

a number of industries and processes. The benefit of participating in these studies is superior competitive intelligence and clear pathways for improvement. We also offer a full range of proprietary qualitative and quantitative research both in support of marketing, strategy and human resource programs.

**CUSTOM EXECUTIVE WORKSHOPS AND TRAINING:** We conduct empowering public and corporate workshops and training seminars on all our methodologies. These sessions are designed to be either large or small and to enrich our client’s knowledge base through teaching, training and coaching techniques that are repeatable and are supported by copyrighted workshop materials.

**MARKETING RESOURCES:** In many of our consulting engagements, clients have asked us to assist them either as interim Chief Marketing Officer or in finding talented and experienced full-time executives who understand and know how to apply the principles of Inward Marketing® and Dialogue Marketing®. We can also provide a full turn-key marketing capability.

## COMPANY BACKGROUND AND VISION

Inward Strategic Consulting, a dynamic management consulting firm, was founded in 1998 by Allan Steinmetz, a respected leader in the marketing management and consulting field. Our employees have over 100 years of consulting experience across a wide range of industries. During the past year, we have experienced significant growth in the San Francisco and Chicago markets and expanded internationally servicing clients in Canada and Europe. Our vision is really quite simple. We help position our clients to achieve high performance by working with them to develop comprehensive business and marketing strategies that are aligned with their strategic goals, internal processes, organizational cultures, and external resources. Importantly, we recognize that unless companies do an effective job of educating, motivating, inspiring and enrolling their own people in support of their strategic initiatives, those initiatives are unlikely to succeed. We create a positive environment for the interaction of people and processes.

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