



Strategic Consulting



Branding & Messaging



Organizational Development

Implement **innovation**™



Integrated Communications

Recent Wendt Partners engagements have included (clockwise from top left): strategic facilitation for educators at the Partnership for Career Development; deployment of a new "Renaissance" branding program for the Technology Council of Central Pennsylvania; media relations and new initiatives for the Capital Area Intermediate Unit; and production of a statewide leadership summit for the Team Pennsylvania Foundation.

Innovative Firm Focuses on Communication for Leaders

Organizational leaders—whether at a business, nonprofit, association, or government agency—must communicate effectively if they are to drive their organizations forward. Defining, creating, and delivering leadership communications is a critical strategic function, yet few people specialize in working with leaders to craft their message and deliver it to all stakeholders.

Wendt Partners is a unique consulting firm that focuses specifically on meeting this need. The firm works directly with leaders to develop and deploy comprehensive communication programs that propel their organizations forward. This single-minded focus allows the Wendt Partners team to help clients overcome major barriers to their leadership effectiveness.

"In many organizations, the development and delivery of communications is functionally divided," says Douglas Wendt, president of Wendt Partners. "In the case of larger entities, strategic planning, board facilitation, research and assessment, marketing, public relations, website management, and internal communications may all be supervised by different people. In smaller entities, chances are it's all being coordinated by one or two overburdened individuals. As a result, leaders in either situation struggle to communicate their vision."

Wendt points out that, in response to this fractured management approach, many consulting and communication firms are equally disconnected from their clients. It's not uncommon for an organization to have a strategy consultant facilitating a board retreat, a research firm performing a mission assessment, an ad agency developing a marketing campaign, an interactive firm updating the website, a fundraising consultant launching a capital campaign, an HR consultancy developing an employee benefit newsletter, a training firm teaching an internal workshop, and a PR firm handling media relations. "And since they all report to different people within the organization," he adds, "they are unable to effectively

coordinate or support the organizational leader."

This "functional fracturing" represents an outdated model that worked in the past because changes came to organizations much more slowly. "When companies created products that could survive a five-year lifecycle, nonprofit capital campaigns could rely on a stable base of donors, and information moved at the speed of print, all of that functional division worked. Today, it simply does not," states Wendt.

Recognizing the need for a new model that meets the needs of today's leaders, Wendt Partners has developed the "Implement Innovation" methodology, which focuses on four key priorities: strategic consulting, branding and messaging, organizational development, and integrated communications. The firm has served a wide variety of executive leaders in organizations across the business, nonprofit, and government-related sectors. Some of these clients include Prematics, Inc.; the Pennsylvania Center for Farm Transitions; Keystone BioFuels; the World Trade Center of Central Pennsylvania; Carlisle Area School District; the Capital Area Intermediate Unit; the Pennsylvania Biodiesel Producers Group; the South Central Workforce Investment Board; and the Library System of Lancaster County.

Wendt Partners usually begins engagements with a strategic needs assessment that includes meetings with key leaders, a facilitated planning session, stakeholder surveys, a review of strategic objectives, and a communications audit. In addition to addressing branding and messaging needs, the firm manages project requirements for clients ranging from integrated marketing design and website development, to staff training and business planning.

As a result of these efforts, the firm's clients are able to present a unified strategic vision that generates impact—for the customers, stakeholders, partners, and communities they serve.

Wendt Partners

PENNSYLVANIA OFFICE
1100 Bent Creek Blvd., Suite 102
Mechanicsburg, PA 17050
Phone: 717.766.0696
Fax: 717.766.0687

WASHINGTON, D.C. OFFICE
1701 Pennsylvania Ave., NW, Ste. 300
Washington, DC 20006
Phone: 202.580.6508
Fax: 202.580.6559

Website: www.wendtpartners.com

Top Executive: W. Douglas Wendt, President

Mission: Wendt Partners provides integrated leadership communication solutions for executives in the business, nonprofit, association, and government sectors. Our clients drive organizational change and work with us to achieve leadership success.

Product/Service: Leadership communication and consulting

Year Founded: 2007

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