

we implement **innovation**[™]

strategic consulting

branding & messaging

organizational development

integrated communications



“Their thinking, probing and investigating of who we are has led us to a better strategic plan, and the internal and external response to the changes Wendt Partners helped us make has been outstanding.”

- **Amy Morton**
Executive Director
Capital Area Intermediate Unit

Implement Innovation™ in Your Organization

Leadership is ultimately about effective communication, and in complex organizations the success of a leader most often rests upon that person's ability to guide people through change by encouraging them to embrace a clear vision. Sometimes change involves entering a new market or restructuring internal teams. In other cases, change means seeking new funding sources or redefining stakeholder relationships. Regardless, the reality is that orchestrating successful and lasting change is an intense endeavor that requires careful planning and precise execution. The strategic, financial and emotional investments you will make in your leadership effort demand it.

Wendt Partners is a strategic consultancy with a unique focus on applying four critical business disciplines to achieve what we refer to as **brand-driven leadership** in support of change. In order to move their organizations in new and sustainable directions, executive leaders need to:

- establish a clear and compelling strategy;
- create a powerful brand message;
- engage, educate and develop their employees and stakeholders; and
- deploy integrated communications that consistently convey the brand promise and demonstrate its impact.

Achieving consistent and coordinated progress in all four of these areas requires a unique and single-minded focus on goals and outcomes...and a team of expert advisers who can choreograph and facilitate execution of each step in the process. Wendt Partners applies this comprehensive depth and focus to every client engagement, providing the benefits of expert leadership consulting coupled with the services of a comprehensive communications firm.

In so doing, we enable our clients to **implement innovation** in their organizational leadership and communications.

Engaging Our Capabilities

Organizations often begin preparing for strategic change by taking stock of their current situation or identifying near-term opportunities for improvement. Wendt Partners is ideally suited to serve as a dedicated resource during this period of internal review.

Clients generally engage Wendt Partners for an initial analysis phase that may include a strategic needs assessment, meetings with key leaders, confidential stakeholder interviews, competitive benchmarking, a review of management objectives, and an organizational or communications audit.

After this period, we work carefully with each client to develop a process roadmap that guides each subsequent step in the leadership process, and provides clear indicators to evaluate strategic progress. Ultimately, the cohesion that carries through each step is what allows us to implement innovation for clients and enable them to sustain their success.



Core Service Areas

Strategic Consulting

In order to achieve lasting impact, organizational transformation efforts must begin with a clearly articulated strategy. Wendt Partners provides consulting services that guide clients through the process and create a solid foundation for sustainable change.

- Strategic planning
- Needs assessment
- Organizational audits
- Business and technology plans
- Change management
- Resource development
- Benchmarking & evaluation

Branding & Messaging

A brand is often identified with its visual elements, but the success of a brand rests in its ability to evoke legitimate perceptions of quality and excellence. Wendt Partners applies research and design principles that connect leadership objectives to your competitive strengths.

- Corporate identity
- Brand development
- Communication audits
- Message mapping/message testing
- Strategic marketing plans
- Competitive analysis
- Market positioning

Organizational Development

Change leadership ultimately concerns the beliefs and actions of people, since the success of any transformation effort relies upon individual participation. Wendt Partners uses communication to generate conceptual buy-in and couples that with organizational development strategies that help employees and stakeholders genuinely embrace a new direction.

- Visioning and scenario planning
- Executive coaching
- Board and leadership development
- Stakeholder surveys
- Governance and capacity building
- Focus group facilitation
- Training and skills assessment

Integrated Communications

An integrated communications program ensures cohesion and ongoing commitment to a new direction. Wendt Partners focuses intently on these details because we believe that content drives credibility and every deliverable must be carefully crafted to support your leadership vision.

- Graphic design
- Web and interactive
- Issue communications
- Stakeholder coalition development
- Media relations
- Presentations and special events
- Strategic publications

Process Roadmap



strategic consulting



branding & messaging



integrated communications



organizational development

Our brand-driven leadership methodology brings together four critical capabilities that, when effectively integrated, dramatically impact the success of organizational leadership efforts. When business strategy serves as the foundation for brand development, and when organizational learning is directly linked to stakeholder communications, new achievements become both clearly feasible and truly sustainable.



Implement **innovation**™

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advise

design

engage

deliver

“Wendt Partners was exemplary at leading us through the strategic branding process, helping us shape a stronger vision and strategy. As a result, the execution of our new brand allowed us to position Smarthinking in the strongest possible light.”

■ **Kathy Clark**

President & CEO
Smarthinking, Inc.