

Dawood Group

Situation

Dawood Engineering and its sister company Dawood Associates comprise a 100+ employee civil engineering organization with four offices focused on both public- and private-sector projects. In looking to the future, the firm sought to develop a new strategy for deploying a brand identity and market differentiators that would allow it to remain competitive into the future. One major management objective was for the firm to enhance its opportunities as a prime consultant alongside its established business in key markets as a sub-consultant.

Strategy

Dawood retained Wendt Partners to take the firm's strategy forward and help members of the executive leadership team prepare for these new market directions. Wendt Partners performed extensive one-on-one interviews, benchmarked the firm against competitors, evaluated outside perceptions of the company, and defined a new approach to the company's branding and market positioning. This strategy also took into account changes in the company's business model and the client's desire to continue integrating services across



strategic consulting

branding & messaging

organizational development

integrated communications

advise

design

engage

deliver

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■ **Pam Fisher**

Vice President
Dawood Associates

the company’s diverse lines of business—taking existing strengths and leveraging them even more effectively for new business development.

Solution

The work performed by Wendt Partners enabled the firm to prepare smoothly for future growth and develop an infrastructure to support expanded business development efforts. Wendt Partners made recommendations in areas ranging from strategy to targeted marketing, and from information technology and CRM to employee training and development. “Wendt Partners took a comprehensive and enthusiastic approach to our needs,” says Pam Fisher, Vice President of Dawood Associates at the time. “They gave us valuable insights, saw opportunities to enhance our growth, and successfully worked across our diverse departments and teams to prepare us for future success.”

Sectors

Business-to-Business

Services

Strategic Consulting, Branding & Messaging, Organizational Development

wendt Partners

Implement **innovation**™

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