

***I Power*TM is a proven, dynamic process for creating and delivering insightful, influential and high impact communications.**

Meaningful Insight

Features

- Dynamic, strategic process cuts through the clutter to find the most compelling positioning
 - G&S-developed proprietary process
- Cross-organizational view engages key decision makers
- Frank and challenging discussion and counsel facilitated by a senior, third-party communicator
- Research integration
 - Existing data review
 - Competitive snapshot
 - Market assessment
 - Commissioned studies

Benefits

- Credible, relevant and clear messaging
- Audience-centric, not internally focused discussion
- Consensus building and ownership of resulting messaging
- Unique messaging grounded in business reality and objectives

Strategic Influence

Features

- Simple, visual message map shows clear message pairing, priority and proof points
- Effective tool for enhancing product, brand, company and issues communications
- Central element of media, speech and sales force training

Benefits

- Easy to follow and implement
 - Memorable and simple
 - Quick reference guide
- Helps focus time and resources on the target audience
- Applicable to all communications opportunities and challenges
 - Launches
 - Re-branding
 - Brand consolidation and pairing
 - Crisis and issues positioning
 - Concept testing
- Easy to keep entire organization “on message”

Measurable Impact

Features

- Immediate application to all communications activities:
 - Media, marketing, sales and internal
 - Media materials, presentations, speeches, collateral, etc.
- Measurement friendly
 - Market research
 - Customer surveys
 - Focus groups
 - Anecdotal analysis

Benefits

- Core strategic tool helps maximize and demonstrate ROI of communications effort
- Easy to integrate and measure
 - Message penetration
 - Share-of-voice
 - Contribution to sales
- Easy to gauge message consistency within an organization