

Corporate Overview

Strategy, like art, combines creativity with analysis, the abstract with the concrete. People are filled with creative energy and knowledge, and when they are harnessed toward a common goal, what was once sporadic and unpredictable becomes focused and powerful.

Some see the big picture; others value the details. In the end, both perceptions are important - even when it seems they're speaking a different language. When people work together, they create something bigger than they could ever accomplish alone. When individual viewpoints become common reference points, everyone in the group arrives at a shared understanding.



Vision • Alignment • Action

STRATEGY Arts

“This was the best experience we have ever had with a business consultant.

The process was invigorating and the outcomes are being imbedded in the management and culture of our firm.

- Adam Gross, Principal
Ayers Saint Gross
Architects & Planners

Where we Step In:

We get people to talk and work together in the context of business and planning. In today's rapid fire environment it's

too easy to ignore different perspectives and difficult to create the space needed for meaningful dialogue. Combining analysis, process, and the human aspect of business in start-to-finish programs, we:

- Facilitate group and individual communication and work
- Provide focused analysis that guarantees decisions are based on good information
- Guide organizations through well defined processes—from “Planning to Action”

Strategy Arts consultants

are experienced strategic planners, facilitators, business leaders and creative designers. Together we help each client get the best from us and their people. The first step in any client engagement is collaborative work to design a process appropriate to the organization. The agreed process is then used to guide the consulting engagement, and beyond that, the organization itself as it moves into usable action.

Analysis is only useful if it answers the hard questions and is understood by decision makers. At Strategy Arts

we conduct market and environmental research or guide clients in doing it themselves. We pay particular care as to how information is presented, using graphics and interactive mind maps to provide information that can be used and remembered. We also prep outside experts to be sure their presentations are on target with the needs of the organization.

Professional communication

is taken seriously at Strategy Arts. Graphics enhance that communication. They provide the content and context that make important information memorable. StrategyArts incorporates graphics in many ways to facilitate the understanding of complex information, communication decisions and support change initiatives. Graphic Guides® and Graphic Recorders support facilitated meetings. Interactive mind maps present the results of analysis We help clients communicate their important initiatives with custom-developed large-format graphics.

We invite you to learn more about our services:

- **Strategic Planning**
- **Market Innovation**
- **Leadership and Team Development**
- **Business Sustainability Improvement**
- **Stakeholder Engagement Meetings**