

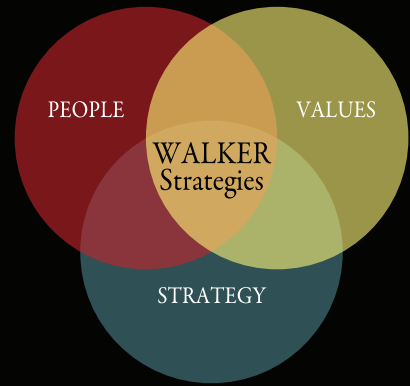
# Strategically Preparing For Growth & Disruption?

## How We Help:

**1 Strategic Planning & Values Alignment** - Taking your firm from good to great involves fostering an environment where purpose & values are scaled across your entire organization. Through facilitating a dynamic strategic planning process, we improve your bottom line by working to ensure your vision ties to concrete strategies and tactics propelling growth.

**2 Strategic Brand Growth** - As customer expectations rise, it's critical that senior care living providers fully understand the market: the needs and expectations of their customers; how competitors are improving their offerings; and how to differentiate themselves in order to establish a unique position in the market. We help by strategically developing your brand, enhancing your market position and driving vision achievement.

**3 Talent Development** - As talent progresses across your organization, we develop the leadership & soft skills necessary to bring teams together. We work with executives & managers through personalized coaching allowing your talent to flourish and foster collaboration.



### Sam Rasoul

With two decades of management experience with both for-profits and non-profits, Sam Rasoul delivers pragmatic solutions for organizations facing disruption and change in the Digital Age. His experiences as a millennial, Entrepreneur, Chief Financial Officer, and Chief Operating Officer, enable him to ensure you see your company holistically, understand your company's dynamics, identify opportunities and barriers, and deliver people-centered solutions for organizational change.



### Geoff McCarty

Having 30 plus years of experience across a wide range of B2B and B2C industries, Geoff helps businesses grow by partnering with them to define what makes them unique, who they should be targeting, and how to differentiate themselves in order to optimize their market position. Through a collaborative and creatively strategic process, Geoff will comprehensively audit your brand, strengthen your market position, and help you achieve your strategic goals.

