



Addressing Business Needs Through Your Employees & Brand: The Quick Hit

The Quick Hit

Why do some companies thrive in good times and survive during the most turbulent times, while others experience greater peaks and valleys, or struggle day-to-day? How do some organizations cultivate a brand that people eat, sleep and breath, creating a competitive advantage in the marketplace, while others are....just a logo and color palette?

If 2020 is teaching us anything, it is that many of our tried-and-true approaches to running our businesses and making decisions are insufficient when up against the unexpected. Customers' expectations have shifted from simply consuming a product or service to demanding more of businesses; expecting them to put people over profits, create a sense of community, take care of their employees, and do the right thing. These emerging expectations can seem at odds with driving productivity and profitability.

We can help. We are uniquely equipped to guide you at the intersection of business, talent, and brand strategy to meet, and exceed, the expectations of employees and customers alike.

The Quick Hit is for those who need to make an impact in their business, fast. This working session is useful for a single leader addressing a finite challenge at a high level. Through two one-hour phone calls and a 2-hour Working session, we will help you make an immediate impact on your team, customers and business.

Quick Hit Outline

Pre-Work

A zoom call that will take place approximately five (5) business days prior to the working session.

- Discuss objectives and outcomes for the working session
- Align on problem definition (if applicable) and what success looks like
- Share key documents, information, and resources
- Establish "out of bounds"

HeatherP Solutions will prepare third party and online research in service of Quick Hit objectives

Working Session

This is a two (2) hour working session, either via zoom or in-person.

- Explore Options to address business need and achieve outcomes
- Evaluate options based upon challenges, obstacles, strengths and assets
- Identify Quick Wins and prioritize
- Develop Action Plan

Post-Workday

- Two (2) weeks of email support following the workday for questions and clarifications
- One (1) sixty-minute zoom call that will take place approximately ten (10) business days after the workday
- Assessment and Feedback