

Company Language

Ensure that your business has a clear company vision for everyone involved to follow.

- A. Develop company core values through the perspective of the executive team and staff.
- B. Develop company theory of change through the perspective of the executive team and staff.
- C. Develop case of need or case of purpose through the perspective of the executive team and staff.
- D. Complete company case studies and testimonial language documents.

Company Network and Audience

Ensure that your business has knowledge of it's network and audience.

- A. Develop network and engagement strategies, policies and procedures.
- B. Research and determine the demographics and psychographics of the companies network and audience.
- C. Research and determine the pains and frustrations of the companies network and audience.
- D. Research and determine the fears and implications of the companies network and audience.
- E. Research and determine the goals and desires of the companies network and audience.
- F. Research and determine the dreams and aspirations of the companies network and audience.

Company Planning and Strategizing

Ensure that your business has the proper plans and strategies in place for long term implementation and value.

- A. Research and develop company marketing plan with the executive team and the governing body (advisors, stakeholders, board members, committee members, management team)
- B. Research and develop company communication plan with the executive team and the governing body (advisors, stakeholders, board members, committee members, management team)
- C. Research and develop company donor, investor, stakeholder and community engagement plan.
- D. Research and develop company private capital campaign plan and or funding model.
- E. Research and develop company policies & procedures, manuals and handbooks.

Financial Forecasting

Ensure that your company has the appropriate plans in place to communicate the full scope of the business.

- A. Research and establish versatile means of income for the companies programs, products and services.
- B. Research and determine the compliance and requirements for all funding streams.
- C. Research and create new means of income for the existing and future company ventures.

Deliverables Client Will Receive:

1. Core Values
2. Theory of Change
3. Case of Need or Case of Purpose
4. Company Case Studies and Testimonials
5. Company Network Demographics, Strategies, Policies and Procedures
6. Company Audience Demographics, Strategies, Policies and Procedures
7. Marketing Plan
8. Communication Plan
9. Community Engagement Plan
10. Capital Campaign Plan or Funding Model
11. Company Policies and Procedures

Business Consulting Retainer Packages: Companies that need structure, development, operations and execution implemented in their business model can benefit monthly for 1 Year through our packages .

For One-Time Consulting and to Receive the Above Deliverables, the investment is \$15,000.

The Time Commitment for this service is 60 Days.

To get started, schedule your consultation [here](#).

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