

# PIVOT YOUR COMPANY

The Curt Doty Company is dedicated to helping businesses re-position for growth. We do this through consulting, branding and marketing. Our proprietary PIVOT PROCESS is a highly collaborative and consensus building approach to tackling growth initiatives.

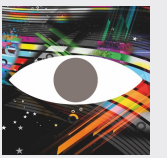
## **Edition 04**

Helping companies pivot to success.



# Immersion

Our Immersion process consists of one-on-one stakeholder interviews to gain a deep understanding of your business and sector.



# Core Truths

Our process is a collaborative effort to articulate five essential truths about your audience — what drives them and how to best connect and engage with them. By closely examining these five principal elements, we eventually arrive at a core truth. That core truth tells us what we must do to provoke a brand's audience to action. It's all about finding a point of inspiration that will help us shape a story with the power to engage.

# Communications Platform

Based on these core truths, we then formulate a Vision, Mission and Position based a on a new set of Core Values. This becomes the foundation for a communication platform, which supports internal and external messaging that leads to marketing communications.



# Product Roadmap.

A hands-on workshop with our consulting team will address the insights from the core truths and you will receive prioritized actionable recommendations for unlocking growth. Over the course of this 1-2 month consultation, we develop a customized growth plan for your business based on our audit of your brand, social, product, marketing, and operations.



# Brand Evaluation

Branding is more than a logo and encompasses the entire Customer Experience (CX). Based on the brand audit and insights gained, we can then tackle and recommend a visual identity that allows for growth and leverages any current equity. We deliver a brand style guide to guide the implementation and provide inspiration for future work.



# Brand Storytelling

Telling your story must be done with more than words. Video is the most compelling media to effectively connect emotionally with your audience. We'll develop and shoot a hero video for your business that will span all current and future marketing channels helping your brand and business PIVOT to new growth and success.

The **PIVOT PROCESS** is designed for companies with a revenue of \$1M to \$100M in revenue and not necessarily designed for startups. Check out our [STARTUP ACCELERATOR](#) services for this sector.



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