

Helping transform ideas into realities...

- We have facilitated annual strategic planning sessions with major organizations to help with alignment of objectives, strategies and tactics over the immediate and long term
- We helped a high profile investment management firm realize its vision to become an industry leader by creating the strategy; then working with internal resources to develop and implement award-winning online tools, collateral and positioning
- We worked with a long-established consumer brand to develop and launch new products that extended the brand family and reached out to a new generation of consumers
- We developed the marketing strategy and helped guide its implementation for the launch of a new division of one of Canada's largest financial institutions
- We have developed multiple 3-year strategic plans (and subsequent implementation plans) for the Toronto chapter of a major global member association
- We provided strategic, marketing and branding services for a professional services firm introducing a new product line along with growing their overall master brand
- We have worked with multiple women-led SMEs in developing countries to create the vision for their businesses and develop the strategies to achieve that vision