

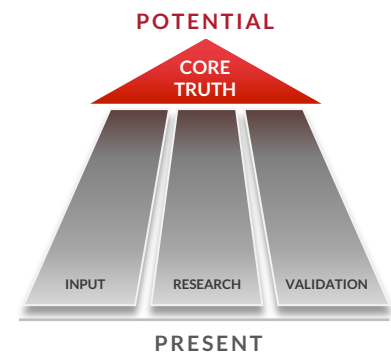
"Efforts and courage are not enough without purpose and direction."

—John F. Kennedy

Want to see your organization differently? Want to ensure that your team's energy is working most efficiently toward your business objectives? Taft's proprietary FUSESM process is designed to get at the issues that *spark passion* in your people — at all levels.

We fuse input, research and validation. The result is a new window into the power of your organization's true purpose.

Based on more than 35 years of experience guiding clients, the Taft FUSE process will help you develop Purpose, Vision and Values that reflect your company's authenticity, motivate employees, and move your business forward.



Taft FUSE narrative development process

- One-to-one interviews with key executives and managers
- Analysis of existing company research and messaging, including external
- Online survey of employees
- Focus groups to develop and test new language
- Competitor messaging analysis
- FUSE Strategic Roadmap, which distills our research and creative insights
- Deliverables to include:
 - Foundational PVV
 - Positioning statement
 - Elevator speech and talking points
 - Visual tools
- A strategic communications plan to amplify the new PVV throughout the organization and keep it flowing

Why Taft?

We are a specialty consulting firm comprised of leaders who bring the perspectives of corporate execs, entrepreneurs, former journalists, ad agency creatives, and subject matter experts to make us as on-point as possible. Just as important, purpose isn't a niche for us — it's our focus.

To learn more, visit www.taftcommunications.com

Relevant category experience

Companies and products Taft principals have worked with across a wide variety of projects:

- Bristol Myers Squibb
- Capital Health
- Cortizone 10
- LA Weight Loss
- MedAvante
- Orajel
- RepHresh
- Replens
- Robert Wood Johnson Foundation
- Simply Saline
- Splenda
- Trojan