



creating intelligently positioned organisations™

THE
WHO
WE ARE
WHAT
WE DO
WHOM
WE DO IT FOR
WHY
WE DO IT

**ELEMENTAL
RUDIMENTAL
FUNDAMENTAL
UPSTREAM
CORPORATE
STRATEGY**

**SINCE 2004
HEADQUARTERED
IN ATHENS**

**MULTI - CULTURAL
MULTI - DISCIPLINED
COLLECTIVE**

**SINCE DAY ONE
WE'VE BEEN WORKING
WITH C-SUITE TEAMS**

TO CREATE & ENABLE
**INTELLIGENTLY
POSITIONED**
ORGANISATIONS™

**INTELLIGENTLY
POSITIONED**
ORGANISATIONS™

**WE WORK WITH EXECUTIVE
TEAMS TO DECIDE ON WHAT THEY
WANT THEIR ORGANISATION
TO BE FAMOUS FOR**

**MAKING SURE THIS IS
HEARD BY, AND MAKES A
DIFFERENCE TO; EACH & EVERY
INDIVIDUAL STAKEHOLDER**

**IN THE MOST
SIMPLISTIC
OF TERMS**

OUR
ROLE

TO ANSWER QUESTIONS SUCH AS
WHO WHAT HOW
WHY
WHEN WHERE WHICH
WE ARE?

WE GUIDE
**LEADERS
& TEAMS**

WE WORK WITH
THE TEAM TO
DEFINE
CORPORATE
PURPOSE



**ARTICULATE
ORGANISATIONAL - WIDE
CORPORATE
VISION**

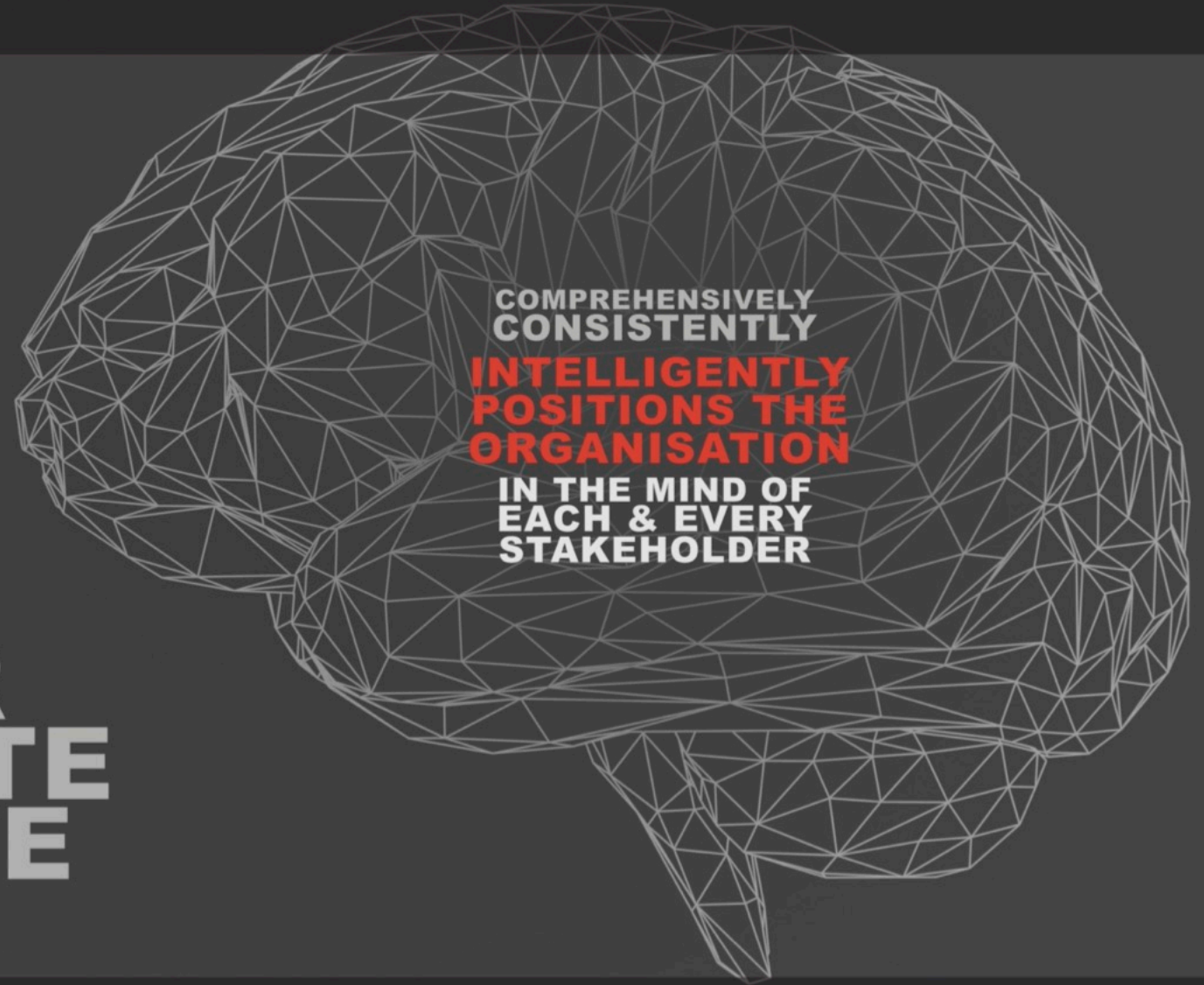


BRINGING
**PURPOSE
& VISION
TO LIFE**
ACROSS THE ENTIRE
ORGANISATION

CREATING A SINGULAR CORPORATE NARRATIVE



THAT
CONNECTS
THROUGH
EVERYTHING
EVERYWHERE
**EVERYTIME
EVERYONE**



SINGULAR CORPORATE NARRATIVE

TURN THE TEAMS WE COLLABORATE WITH INTO
**PURPOSEOLOGISTS
MISSIONARIES
& VISIONARIES**

OUR
SIMPLE
AIM

COACH & MENTOR
EMPOWER & ENABLE
THE TEAM
TO UTILISE

**OUR
OVERALL
AMBITION**

INTELLIGENT
PURPOSE
MISSION
VISION
NARRATIVE
PROPOSITION
SPIRIT
SOUL
ESSENCE
PRINCIPLES
BRAND
STORYTELLING
FINANCIAL
VALUE

WHO WE
WORK FOR

CONSOLIDATIONS
REJUVENATIONS
PRIVATISATIONS
TURNAROUNDS
ACQUISITIONS
ADAPTATIONS
BUY - OUTS
BUY - INS
MERGERS

WE'VE USED OUR
**KNOWLEDGE
& EXPERIENCE**

**INTELLIGENTLY
POSITIONED**
ORGANISATIONS™

STATE
PUBLIC
LIMITED
PRIVATE
HOLDING
SEMI - STATE
ESTABLISHED
FAMILY OWNED
PARTNERSHIPS
GOVERNMENTAL
MULTI - NATIONALS

BOARDS
OWNERS
PRESIDENTS
SHAREHOLDERS
C - SUITE TEAMS
VICE PRESIDENTS
EXECUTIVE TEAMS
MANAGING DIRECTORS
CHIEF BRAND OFFICERS
MARKETING DIRECTORS
CHIEF PEOPLE OFFICERS
CHIEF EXECUTIVE OFFICERS
CHIEF OPERATING OFFICERS
HUMAN RESOURCE DIRECTORS

EONIKH

KAFEATERRA

 **Hellas GOLD**


COSMOTE



ΟΜΙΛΟΣ ΕΤΑΙΡΕΙΩΝ

 **ΓΕΡΜΑΝΟΣ**


PINEWOOD
STUDIO GROUP

**INTELLIGENTLY
POSITIONED**
ORGANISATIONS™

**WE'VE PROVIDED
BIG PICTURE
SOLUTIONS**

STAKEHOLDER CULTURAL & COMMERCIAL MANAGEMENT

Shape & manage communication strategy towards all stakeholders.

Employees, Customers, Partners, Media.
NGO's, Government & regulators.

TRANSFORMATION MANAGEMENT

Communicating Planned Change
Management & organisation
evolution scenarios.

Mergers, acquisitions, culture
change, commercial evolution.

INTELLECTUAL ASSET MANAGEMENT

Unlock build and manage the equity
return from intellectual assets.

Corporate brand, product & service
brands. Employer brand.



In Unity We Prosper
ΕΝΩΜΕΝΟΙ ΕΥΗΜΕΡΟΥΜΕ



eldorado gold

ROOT & BRANCH ORGANISATIONAL TRANSFORMATION

Our clients are
the Global & Local
Management Teams

US\$ 3 Billion in
local investment.

1,500 people mining
operations team.

An organisation - wide
transformation directive
and culture re - boot.

Purpose & Positioning
platform to focus and
engage all stakeholders.

Greece's largest coffee
producer and distributor.

True innovator & pioneer across
the Southern European region

We work with the senior
management team to create
clearly defined purpose.

Articulating & expressing
the company objectives and
what they set out to achieve.

KAFEATERRA

shapes the coffee culture

illy

Dimello

TAKE THEIR BUSINESS TO THE NEXT LEVEL



LONDON
STUDIOS



MALAYSIAN
STUDIOS



TORONTO
STUDIOS



ATLANTA
STUDIOS



Production & technical powerhouse
behind some of the world's most
successful entertainment franchises.

Exceptional recent growth and
increasing competition in the market
place dictated the need for a re - think
and an evolution of the Corporate
Story and narrative.

CREATING A
SCULPTED IMAGE
& REPUTATION



ΟΜΙΛΟΣ ΕΤΑΙΡΕΙΩΝ

Μαζί, είμαστε ένα
Together We're One

**TRANSFORM
CULTURE
& IMAGE**

**ON - GOING
TRANSFORMATION**

For 15 years we've been helping the senior executive team to manage the transformation of the organisation through; International amalgamations, mergers & acquisitions. Brand expansion & contraction scenarios.

**ORGANISATIONAL - WIDE
UNDERSTANDING**

Helped them create & communicate the mission and the vision of the company to 1,000's of employees.



COSMOTE

ο κόσμος μας, εσύ.
Our World Is You



COSMOTE

Ένας κόσμος, καλύτερος για όλους
One World; Better For All.

**SINGULAR
ALL POWERFUL
CORE IDEA**

"THE WORLD"

We've worked with the senior executive team across borders and on a full range of strategic implementational projects.

STARTING WITH CUSTOMER CENTRICITY

Creating, articulating and communicating a strategy that is simple, brave and shows extreme dedication from the company and the executive management.

CONTINUING WITH ALL

Creating, articulating & communicating a strategy that moves the organisation forward; enabling evolution, giving meaning and a reason to exist.

UN - LOCK POTENTIAL

We helped the senior Ethniki team to roll out their Positioning across their entire organisation.

SINGULAR DIRECTION

Involving and engaging every function, department & management team in the challenge of delivering against the Positioning.

Focusing the entire team around a singular idea that creates traction for the business into the future.

ΕΘΝΙΚΗ

Η ΠΡΩΤΗ ΑΣΦΑΛΙΣΤΙΚΗ

The First Insurance Company

**NARRATIVE
CREATED FOR
CHALLENGE
NOT SELF - REWARD**



ΓΕΡΜΑΝΟΣ

στην καρδιά της τεχνολογίας
At The Heart Of Technology

DEFINING A REASON FOR EXISTENCE

REFLECTING ON WHO WE ARE

After years of blatant commercial communication the Senior Germanos Executive Team needed to discover and implement a more emotive connection with the company's stakeholder base.

TELLING OUR STORY CLEARLY & CONSISTENTLY

We collaborated with the G Team to develop, enable & manage a strategy that gave meaning and purpose to employees & customers alike.

Defining inherent DNA of the organisation.

Communicating the truth & meaning

Defining the reason they exist.

**HOW WE
APPROACH
OUR WORK**



INTELLIGENT
ASSESSMENT[™]
POSITIONING



INTELLIGENT
INITIATIVE[™]
POSITIONING



INTELLIGENT
CONNECTION[™]
POSITIONING



CULTURE
CATALYST[™]
INITIATIVE



INTELLIGENT
INTERNATIONAL[™]
POSITIONING



POSITIONING
ADVOCACY[™]
PROGRAM



INTELLIGENT
ENGAGEMENT[™]
POSITIONING

A suite of initiative frameworks that deliver tailor - made solutions to specific strategy contexts and client needs.

**WE'VE
CREATED
& REFINED**



Ideation & Generation Workshops



Printed Documentation



Intuitive Analytics



One - on - One Coaching Sessions



Designed Stimulus



One - on - One Interviewing



Team based Working Sessions



Interactive Audience Participation Sessions



Proprietary Techniques & Intellectual Property



Face - Time Personal Meetings



Internal Stakeholder Group Discussions



Multi - Media Presentations



Group Engagement & Coaching Sessions

TECHNIQUES & PROPRIETARIES



INTELLIGENT
SESSION
POSITIONING



POSITIONING
TERRITORY
MAPPING



VERBAL IDENTITY
GENERATOR
SESSIONS



INTELLIGENT
FRAMEWORK
POSITIONING



STAKEHOLDER
DIALOGUE
SESSIONS

WHAT MAKES
US QUITE
DIFFERENT



**OUR ABILITY
TO GRASP THE
SITUATION**

**BUILD ON THE BUSINESS
OBJECTIVES & STRATEGY**

HUMANISE THEM

**WORK OUT HOW WE CAN
TALK ABOUT THEM TO**

**CREATE FOCUS
& DIRECTION**

PUTTING THEM AT THE HEART
OF OUR PROJECTS EMPOWERS
REAL TEAM THINKING
FOSTERS RESPONSIBILITY
ENABLES A HIGH DEGREE OF
OWNERSHIP

**OUR CORE BELIEF IS
THAT INVOLVING
YOUR PEOPLE**



**WHAT WOULD A
COLLABORATION
DELIVER FOR YOU**

CREATES A
GUIDING
LIGHT

**SINGULAR
COMMUNICATIONS
& CONNECTION
STRATEGY**

BUILDS
CULTURAL
ENGAGEMENT

CATALYSES
COMMERCIAL
MOMENTUM

CREATES
STAKEHOLDER
CONNECTION

**COMMUNICATES
DIRECTION
GIVES TRACTION TO
TRANSFORMATION
& CHANGE INITIATIVES**

**GIVES A CLEAR
PLATFORM**

**BUILDS
FINANCIAL
EQUITY**

**INCREASING
VALUE
INTANGIBLE &
INTELLECTUAL
ASSET**



**CLEARLY &
CONSISTENTLY
TO ALL
STAKEHOLDERS**



**CONNECTING
THE TEAMS VOICE
YOUR VOICE**

EVERYTHING EVERYWHERE EVERYONE EVERYTIME





creating intelligently positioned organisations™

INTELLIGENT
PURPOSE
MISSION
VISION
NARRATIVE
PROPOSITION
SPIRIT
SOUL
ESSENCE
PRINCIPLES
BRAND
STORYTELLING
FINANCIAL
VALUE