

Expert Strategists. Writers. Designers. Storytellers.

A picture may be worth a thousand words, but words also make a lasting impression As much as we may feel we don't have time to read, the reality is that we rely on e-mails, Facebook posts, and text messages for regular updates on politics, the weather, and what to make for dinner. Everyday conversations bring us closer to a friend—or resolve a challenge at work. Online ads inform us of 'what's hot' (and 'what's not'). You get the point. We may communicate differently than we used to, but we do (still) consume words. (And pictures, too.)

How you choose your words (and pictures!) is more important than ever People are busy. *Crazy* busy. Developing a strong message, knowing your audience, and maximizing the right communications channels is critical. Sound tricky? We can help you get it right.

Just how do we do help? First, we get to know you and your organization's goals. We learn your "culture"—whether it's a workplace culture or a specialized field—and learn to speak in your voice. Then, we develop a strategy to support your goals and bring it to life. The result? You get the word out about something you want people to know. You manage your visibility and brand. You shape what's known about you, your programs, or your organization.

What's in it for you? We'll help you shine. To you, that may mean you'll gain momentum on that big change initiative you're trying to push through. Or perhaps you'll see fewer frustrating disconnects at work, once everyone knows the information they need most. And...you'll be able to focus on your real priorities.

Partner with us to get it right Clients come to us to build internal communications strategies, to manage newsletters and websites, to develop campaigns to promote a new program or service, to build visibility in industry, to write industry awards that showcase best-in-class programs, to prepare winning conference presentations, and much more...

How are we different from the other guys? The difference is in our hearts: We love language. We're trained in linguistic analysis. (No joke: We study miscommunications for fun.) In addition, we have years of training in management consulting. We "get" the pressures you face at work. We know how to manage projects on time and on budget—to keep clients happy.

Capabilities:

- Writing and editing
- Internal communications
- Strategic communications
- Change management
- Graphic design
- Social media strategy
- Marketing
- Public relations

Expertise:

- Linguistic analysis
- Strategy consulting
- Intercultural communication
- Ethnography

Contact:

Sonia Checchia
Creative Director
Creative Types Consulting Group, LLC
826 Wilt Street
Fort Wayne, Indiana 46802
Info@CreativeTypesConsulting.com
Tel. 301.602.1311

After all, we're creative types. We love this stuff. Let's talk.

www.CreativeTypesConsulting.com