



CONCENTRIC
GROUP

THE PURPOSE OF
CONCENTRIC GROUP
IS TO BUILD PROFITABLE,
PURPOSE-DRIVEN COMPANIES
WITH THRIVING CULTURES
THAT LEAVE A MARK
ON THE WORLD.

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OUR VALUES

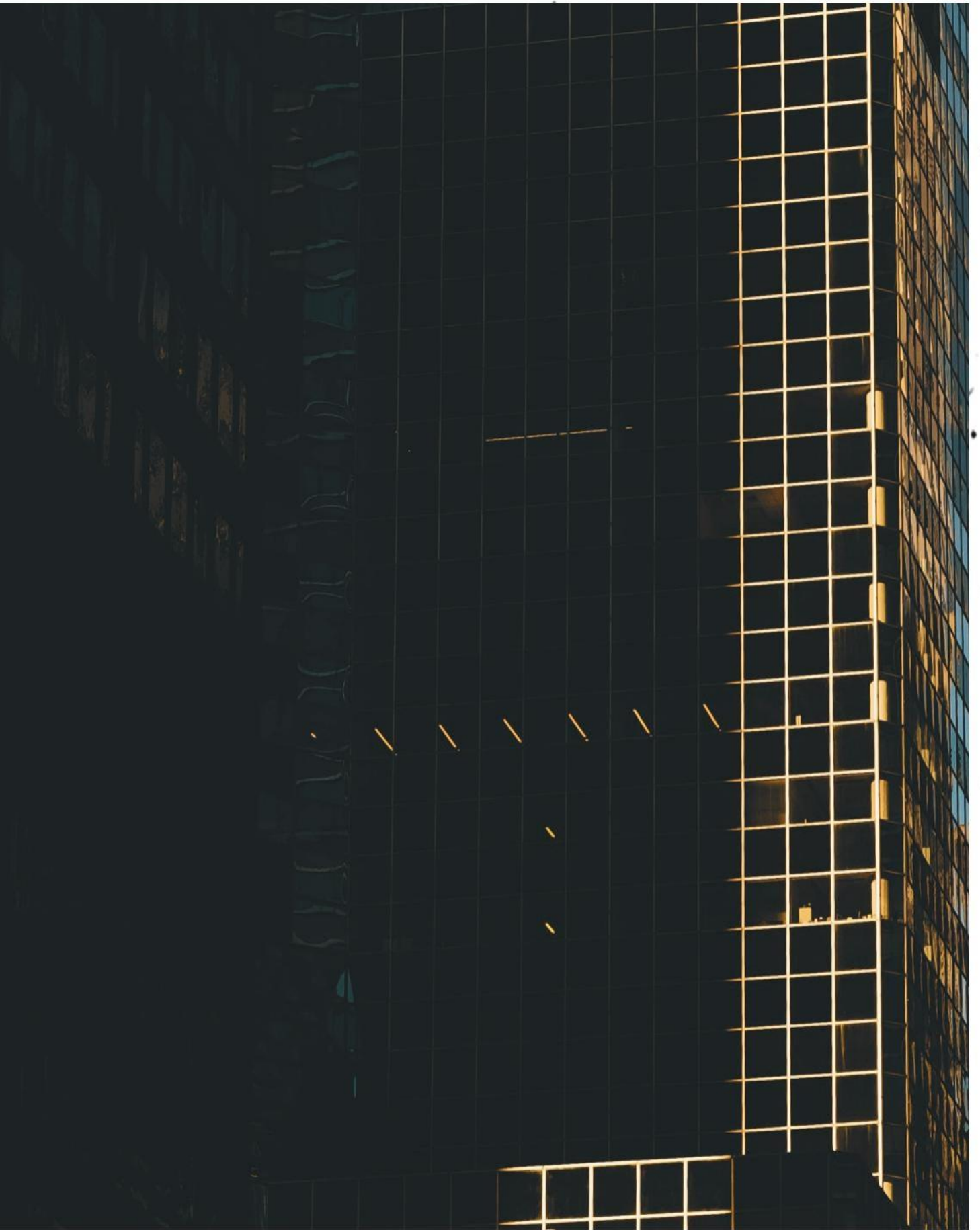
PEOPLE FOCUSED

PURPOSE DRIVEN

CULTURAL VANGUARDS

UNIFIED EXCELLENCE

SERVANT LEADERSHIP



An aerial, high-angle photograph of a modern skyscraper at night. The building's dark facade is punctuated by numerous windows that are illuminated from within, creating a warm, golden glow. The structural steel beams and columns of the building are visible, forming a complex geometric pattern. The surrounding city is mostly in shadow, with some distant lights visible. The overall mood is dramatic and urban.

DOING GOOD

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IS GOOD FOR BUSINESS

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**DON'T JUST TAKE
OUR WORD...**

BASED ON 10 YEARS OF EMPIRICAL
RESEARCH INVOLVING 50,000 COMPANIES,
KNOWN AS THE STENGEL 50, IT WAS FOUND
THAT **PURPOSE-DRIVEN** COMPANIES SAW
400 PERCENT MORE RETURNS ON THE
STOCK MARKET THAN THE S&P 500.

Forbes

91% OF CONSUMERS
WOULD SWITCH BRANDS FOR A
DIFFERENT ONE THAT WAS **PURPOSE-DRIVEN**
AND HAD SIMILAR PRICE
AND QUALITY.

The New York Times

JUST 30 PERCENT OF EMPLOYEES
IN AMERICA FEEL ENGAGED AT WORK,
ACCORDING TO A 2013 REPORT BY GALLUP.
AROUND THE WORLD, IN SHORT, WORK
IS A DEPLETING, DISPIRITING EXPERIENCE,
AND IN SOME OBVIOUS WAYS,
IT'S GETTING WORSE.

Forbes

MILLENNIALS WHO
HAVE A STRONG CONNECTION
TO THE **PURPOSE** OF THEIR ORGANIZATION
ARE 5.3 TIMES MORE LIKELY TO STAY.



pwc

PURPOSE-DRIVEN EMPLOYEES

ARE MORE PRODUCTIVE AND SUCCESSFUL

WITH A 20% LONGER TENURE AND ARE

47% MORE LIKELY TO BE PROMOTERS OF

THEIR EMPLOYERS THAN THEIR PEERS.

IMPERATIVE

57% OF CONSUMERS

ARE WILLING TO PAY MORE

FOR AN EQUIVALENT PRODUCT FROM

A **PURPOSE-DRIVEN** BRAND.

PORTER
NOVELLI  CONE

WE CREATE INSPIRING FILMS. **WE BUILD** BREATHTAKING WEBSITES. **WE DEVELOP** ENGAGING SOCIAL MEDIA CAMPAIGNS. WE'RE CONVINCED, HOWEVER, THAT'S NOT HOW A COMPANY'S BRAND BECOMES GREAT. EARWORM TAGLINES, GORGEOUS AESTHETICS, AND IMPECCABLE COPY ARE, OF COURSE, INSTRUMENTAL IN PRESENTING A HIGHLY SOUGHT-AFTER BRAND. WE DO ALL OF THAT TOO (BY THE WAY). YET EVEN WITH ALL OF THOSE ELEMENTS IN PLACE, OUR DECADES OF EXPERIENCE HAVE LED US TO ONE INCREDIBLE REVELATION - THEY DON'T QUITE GET YOU THERE.

CONCENTRIC GROUP HAS DISCOVERED THAT THE KEY TO GREAT BRAND AWARENESS IS A COMPANY WITH GREAT PURPOSE BACKED BY AUTHENTICITY AND SINCERITY. THESE TWO INTANGIBLE ASPECTS ,IF PROPERLY DEPLOYED, ARE THE MOST IMPORTANT DRIVERS WHEN IT COMES TO COMMUNICATING TO THE AWAITING PUBLIC, AS WELL AS TO YOUR EMPLOYEES. THESE DAYS, CONSUMERS WANT TO KNOW THAT THEIR PURCHASE ISN'T JUST BENEFITING THEMSELVES BUT THAT THERE'S A VERIFIABLE DEED DONE WITH EVERY DOLLAR SPENT. THEY CARE THAT YOU TRULY CARE. THIS IS THE DIFFERENCE-MAKER. TO GET YOU THERE, **WE'VE DESIGNED 5 PIVOTAL STAGES** THAT CULMINATE IN YOUR COMPANY BEING FULLY PREPARED TO TAKE YOUR PURPOSE-DRIVEN MESSAGE AND MISSION TO THE WORLD.

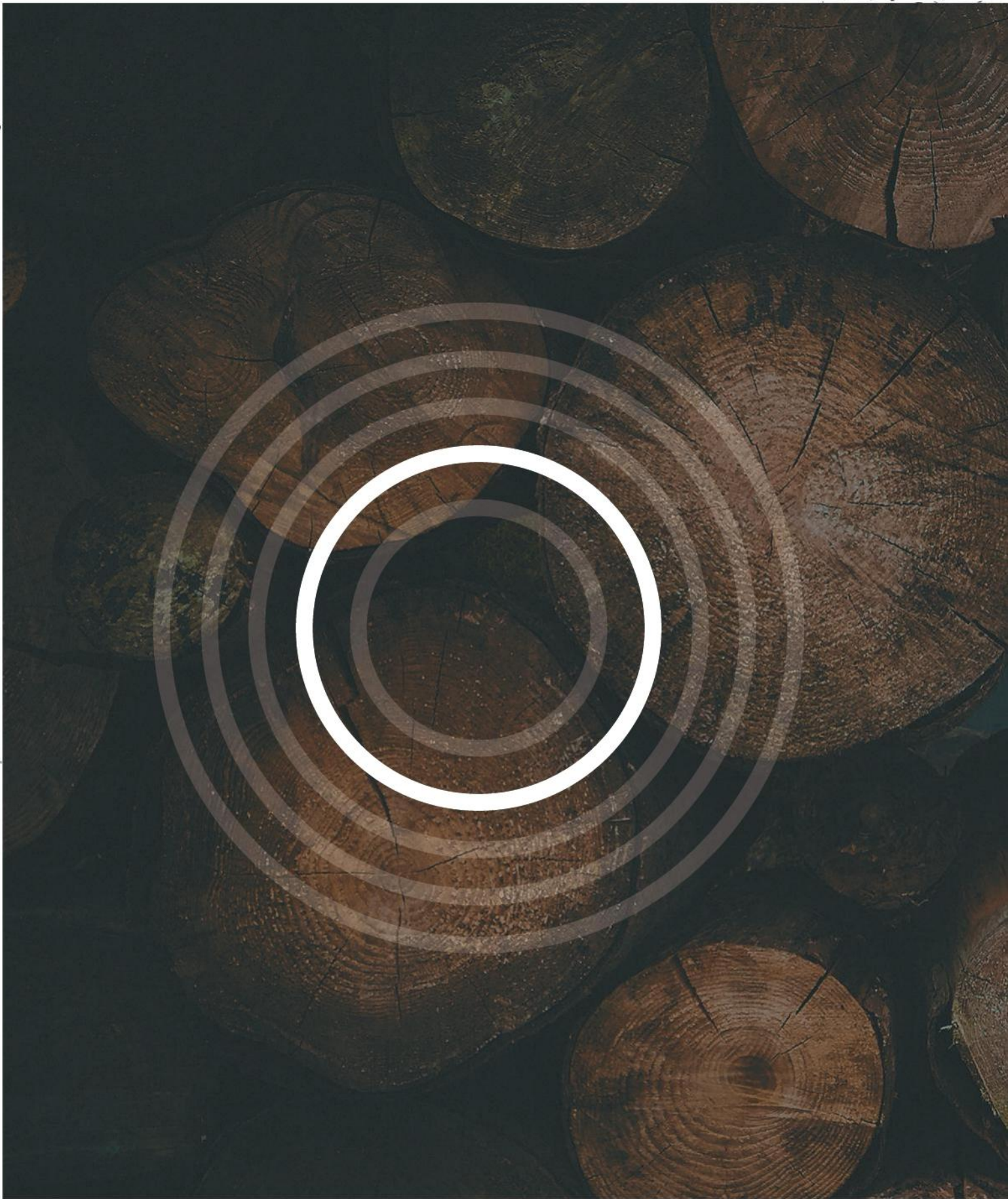
WE LAYOUT OUR 5 STAGES WITH SIX INITIAL ROUNDTABLE SESSIONS OVER 6 WEEKS. ONCE THESE FOUNDATIONAL SIX ARE COMPLETED, WE'LL CONTINUE THE ROUNDTABLES (ONE PER MONTH) AS WE GUIDE YOU THROUGH OBSERVABLE IMPLEMENTATION AND FOLLOW-THROUGH. OUR SESSIONS ARE DONE IN CONJUNCTION WITH THE SERVICES WE OFFER, SO YOU'RE ABLE TO WALKOUT WHAT YOU'VE JUST WORKED OUT IN REAL-TIME.



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START WHERE YOU ARE. BE REMARKABLE. CRAFT THE CULTURE. DEFINE THE PATHWAY. INVITE THE WORLD.

YOU'VE WORKED HARD TO GET WHERE YOU ARE. WE KNOW THE SWEAT AND TEARS AND COUNTLESS HOURS YOU'VE POURED INTO YOUR COMPANY. IF NO ONE HAS SAID IT TO YOU RECENTLY - WELL DONE! THESE DAYS THOUGH, THE WHY AND HOW YOU RUN YOUR BUSINESS IS JUST AS CRITICAL AS THE HARD WORK YOU'VE POURED INTO IT. CONCENTRIC GROUP HAS DISCOVERED THAT THESE TWO INTANGIBLES, IF PROPERLY DEPLOYED, WORK TOGETHER TO ILLUMINATE AND ELEVATE YOUR HARD WORK TO THE RECOGNITION IT DESERVES. DURING THIS FIRST DISCOVERY PHASE, WE'LL WORK-THROUGH THE FOUR DISTINCT MARKERS THAT DEFINE A LEGACY, ASK YOU A SIMPLE (YET REVELATORY) SET OF QUESTIONS, GATHER HONEST ANSWERS FROM YOUR EMPLOYEES (DON'T BE SCARED!), AND TAKE A SNAPSHOT OF YOUR CUSTOMER REPUTATION. IT'S A MUCH-NEEDED KICKOFF THAT WILL REAP ONGOING BENEFITS TOWARDS ESTABLISHING YOUR NEW IDENTITY MOVING FORWARD.



CONCENTRICGROUP

START WHERE YOU ARE.

BE REMARKABLE.

CRAFT THE CULTURE.

DEFINE THE PATHWAY.

INVITE THE WORLD.

THE DATA IS IN AND IT CLEARLY SHOWS THAT COMPANIES WHO HAVE A DEFINED VISION AND THAT ARE SELFLESSLY MOVING THE NEEDLE FOR THEIR CUSTOMERS, THEIR EMPLOYEES, AND TOWARDS A GREATER PURPOSE DO BETTER QUANTITATIVELY THAN THOSE THAT DON'T.

CONCENTRIC GROUP'S DESIRE IS TO REFOCUS YOUR COMPANY TO BECOME PURPOSE-DRIVEN IN EVERY MANNER. BECOMING PURPOSE-DRIVEN IS THE DIFFERENTIATOR THAT POTENTIAL CUSTOMERS AND CLIENTS ARE LOOKING FOR AS THEY CHOOSE BETWEEN YOU AND A COMPETITOR. THE MODERN CONSUMER PREFERS FOR THEIR DOLLAR TO DO MORE THAN SERVE THEIR OWN CONSUMERISM. WE'LL ASSESS THE INTERNAL IMPLICATIONS OF THIS NEW VISION AND HOW IT CAN BE UTILIZED, BOTH FOR AND BY YOUR CURRENT CLIENTELE AND FOR OVERALL PUBLIC PERCEPTION. WE'LL PUT YOUR BRAND ON A MISSION.



CONCENTRICGROUP

START WHERE YOU ARE.
BE REMARKABLE.

CRAFT THE CULTURE.
DEFINE THE PATHWAY.
INVITE THE WORLD.

EVERY COMPANY HAS A CULTURE - GOOD, BAD, AND INDIFFERENT. LET'S BE CLEAR UPFRONT THOUGH - COMPANY CULTURE ISN'T PING PONG TABLES AND SOY MACCHIATOS. WHILE THOSE ARE GOOD GESTURES, COMPANY CULTURE IS SO MUCH MORE! IT'S THE UNIQUE CHARACTERISTICS, ATTITUDES, ABILITIES AND BEHAVIORS OF A COMPANY'S LEADERSHIP AND EMPLOYEES. IT'S HIGHLIGHTED IN THE WAY YOU TREAT ONE OTHER FROM CEO TO THE BRAND NEW HIRE. IT'S IN THE HOW AND WHY OF THE DECISIONS THAT ARE REACHED. ULTIMATELY, A COMPANY'S CULTURE IS IN THE VALUES THEY ALL ASCRIBE TO - YES, THE VALUES THEY ALL ASCRIBE TO.

CONCENTRIC GROUP WORKS WITH YOU TO EFFECTIVELY IMPROVE, INSPIRE, EDUCATE, HEAL, AND HELP YOUR EMPLOYEES. WE'LL WORK THROUGH THE IDEOLOGY OF YOUR FUTURE HIRING PROCESS, ONBOARDING AND WAYS TO WIELD YOUR COMPANY'S CULTURE INTO A POWERFUL, PRICELESS ASSET.



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BECOMING PURPOSE-DRIVEN DOESN'T HAPPEN ORGANICALLY. UNFORTUNATELY, THOSE MOTIVATIONAL POSTERS AND MUGS AREN'T GOING TO GET YOU THERE. INSTEAD, YOU'LL NEED STEPS THAT ALLOW FOR GROWTH AND TRANSFORMATION. JUST AS YOU CURRENTLY HAVE YOUR BUSINESS OPERATIONS, YOU'LL NEED AN EFFECTIVE DEPLOYMENT PLAN TO BECOME A PURPOSE-DRIVEN COMPANY.

OUR PATHWAY-2-PURPOSE CUSTOMIZABLE STRATEGY WILL GUIDE YOU STEP-BY-STEP WITH SIMPLE, DAILY IMPLEMENTATION. AND DON'T WORRY, WE USE AN OPERATIONAL ALIGNMENT APPROACH SO YOU CAN KEEP YOUR BUSINESS RUNNING AT AN OPTIMAL PACE WHILE MAKING CHANGES THAT ALLOW YOU TO SUCCESSFULLY EXECUTE WITH CONFIDENCE.



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START WHERE YOU ARE.
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DEFINE THE PATHWAY.
INVITE THE WORLD.

OUR PINNACLE PHASE FINDS YOU AND YOUR COMPANY READY TO SHARE YOUR NEW VISION, YOUR STORY, AND INVIGORATED PURPOSE. YOUR MARKETPLACE, INDUSTRY AND QUITE FRANKLY, THE WORLD DESERVES TO KNOW OF YOUR TRANSFORMATION SO THAT THEY CAN NOT ONLY CELEBRATE IT - BUT MORE IMPORTANTLY, ENGAGE AND UNITE WITH YOU TOWARDS YOUR GOAL.

CONCENTRIC GROUP UNLEASHES OUR DECADES OF EXPERIENCE AND EXPERTISE IN MARKETING, DESIGN, COPYWRITING, AND FILMMAKING TO LET THE WORLD KNOW THAT THIS IS NOT BUSINESS AS USUAL. LET'S GO!



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COMBINING OUR THOUGHTFUL,
CURATED CONSULTING WITH OUR
PROFICIENCY FOR HIGH-END FILM
PRODUCTION, SOCIAL CAMPAIGNS,
AND WELL-CRAFTED MESSAGING;
CONCENTRIC GROUP IS DEDICATED TO
PROCLAIMING YOUR MUCH NEEDED
MISSION TO THE WORLD. WITH NEW
EYES UPON YOU COMES NEW CLIENTS,
NEW REVENUE, NEW OPPORTUNITIES,
AND A NEWFOUND LEGACY.



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