



AXIS CULTURE GROUP

# Building worthwhile relational impact

**Companies  
Foundations &  
Nonprofits**

**A Strategic Development Approach to**  
Brand  
Brand Value  
Personal Value  
Community Value  
Relational Engagement



*Axis Culture Group is rooted in faith, moving forward to support like-minded leaders in building well-balanced, successful, and fulfilling organizations and lives.*

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## CONSULTING VALUE PROPOSITION

### **Leader Focused Consulting Services**

Becoming a leader who:

- Has a clear purpose for why you lead.
- Has a clear strategy for how you lead.
- Has a fulfilling balance between your work and personal life.
- Runs a well-organized and fiscally responsible company or organization.
- Has a life-changing impact on those you are leading.
- Creates a community impact with your organization.
- Feels successful in all areas of your life.

### **Team Focused Consulting Services**

Building a team that:

- Trusts your leadership and each other.
- Ethically cares for and serves your customers.
- Is enthusiastically developing in their skills and abilities.
- Is excited to come to work each day and give the best they have.
- Doesn't fear failure to be creative and try new things.
- Invests in your company long-term.

### **Customer Focused Consulting Services**

Attracting customers that:

- Are loyal.
- That tells others about you.
- Understand your company's value.
- That feel like they are part of your success.
- Value and understand your time.

### **Storytelling/Marketing Focused Consulting Services**

Developing marketing campaigns that:

- Clearly define your services.
- Create an interest to reach out to learn more.
- Providing valuable information and industry authority.
- Build trust in your brand.
- Create interest in being a part of your story.

CONSULTING



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## MARKETING & STRATEGY VALUE PROPOSITION

### **Marketing & Strategy Services**

Collaborative efforts between the partner and the Axis Culture Group team in creating a unique brand strategy that will represent the organization's mission, vision, and values through various avenues of exposure.

- Monthly Strategic Meeting with Partner & Axis Team
- Internal Monthly Strategic Meeting (Axis Team)
- Continued Market Research
- Team & Culture Development
- Development of Organization Mission, Vision, & Values
- Systems Strategy & Development

### **Marketing Media Services**

Collaborative efforts between the partner and the Axis Culture Group team to capture media that best engages target markets and invites participation in the overall story.

- Marketing Photography & Video Production
- Event/Special Event Photography
- Social Media Strategy & Management
- Team Training for Social Media Impact & Internal Management
- Website Development
- Graphic Design

### **Networking Services**

Collaborative efforts between the partner and the Axis Culture Group team to identify and develop strong collaboration efforts with like-minded brands, people, and nonprofit organizations.

- Identification of Collaboration Efforts
- Identification of Community Impact Opportunities

### **Organizational Management Services**

Collaborative efforts between the partner and the Axis team to most efficiently achieve project deadlines and partnership communications.

- Scheduling & Communication
- Timeline Management
- Team Coordination (Axis & Client)
- Meeting Agenda & Action Item Coordination

MARKETING