



AXIS CULTURE GROUP



*Supporting community-minded business leaders, experts, and nonprofit organizations in building meaningful brand recognition and community impact.*

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## **VALUE PROPOSITION**

### **Consulting & 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 team to consistently capture media that best engages target markets and invites participation in the overall story.

- *Marketing Photography & Video Production Media Collection (Identified in strategic meetings)*
- *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 in identifying and developing 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 efficiently achieve project deadlines and partnership communications.

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



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## **PHILOSOPHY FOR SUCCESS**

### **Process to "Earn Loyalty"**

- *Authentic enthusiasm for services provided (you)*
- *Authentically following a mission and purpose (your team)*
- *Authentic customer service/empathy (your customer)*
- *Authentic Storytelling (your next customer)*

### **Authentic Enthusiasm for Services Provided**

- *Have a realistic, defined view of what you can actually provide (capability, time...)*
- *Identify how you can serve your industry in a unique way*
- *Accountability to retaining proper perspective*
- *Clear understanding of the value that you provide to others*

### **Authentically Following a Mission & Purpose**

- *Prioritize your culture*
- *Clearly identify and explain the personal benefits of following the mission & expectations*
- *Clarity of how each role fits into the big picture*
- *Make it personal to them (the change they actually make)*

### **Authentic Customer Service/Empathy**

- *Prioritize a culture of Consistency*
- *Prioritize, educate, and model Intentionality*
- *Identify Stereotypes & Unique ways to overcome them*
- *Learn your customer's story & look for opportunities to connect*

### **Authentic Storytelling**

- *Identify what makes your story unique*
- *Vulnerability to invite others to join your story*
- *Recognizing the stories that need to be told*
- *Understanding the best tools needed to tell your story*