what we say is not what they hear
• Information is Power
• Power is shifting to MILLIONS OF INDIVIDUALS
consumers as activists
who are THEY?
New ecosystem emerging where education & marketing don’t work
Listen to everyone
Trust no one
(and make your own judgments)

No one is an expert
what THEY want to hear

your truth

their truth

communication that works
“do a better job ...”
keys to being heard

✓ Being a listener first, talker second
✓ Building relationships DAILY through sharing
✓ Taking actions that demonstrate authenticity and values
✓ Providing access to ...
  ▪ ... intercept information
  ▪ ... engage in experiences to discover you, your brand, your world.
continuous listening
it’s not what you say, it’s what they hear

our philosophy