

FACT SHEET

Linchpin Strategy is a unique business and brand consultancy, delivering an effective blend of strategy, creativity, analytics, and tactics to help organizations innovate and grow.

Linchpin Strategy partners with clients in the health care & wellness, consumer products, business services, and nonprofit sectors to explore new ideas or organize known opportunities into actionable plans and sustainable systems, to achieve short-term objectives and long-term goals. The Linchpin process leverages curiosity, creativity, analytics, and system thinking to identify connections and explore opportunities, based on the intersection between the needs of people, feasibility of technology, and capacity of an organization.

Our approach is simple: we're all about finding a fresh perspective—challenging the status quo, discovering new possibilities, prioritizing opportunities, and then focusing our energy to put that thinking into action. In collaboration with clients, we deliver business and brand solutions that make a real difference to the future of organizations, their success, and the people they serve. **We're Linchpin. Let's connect.**

SERVICES & SOLUTIONS

Insights and analytics to drive strategy

Linchpin Strategy believes in measurable performance. We help develop initiatives with comprehensive research built on insights, environmental assessments, market trends, organizational culture, and analytics. We apply our expertise in market research to develop client-centric approaches with action plans and systems for tracking and reporting performance.

- Identify the most valuable customers and how to connect with them
- Understand the return on marketing investments
- Develop a deeper understanding of a brand's reputation
- Create performance tracking systems for marketing and sales campaigns

Defining and communicating a strategy relevant to all

Linchpin Strategy helps you identify connections and explore possibilities based on the intersection between the needs of people, the feasibility of technology, and capacity of your organization. Our approach features a comprehensive research and analysis phase, to understand the various internal and external factors to consider when developing a strategy. We facilitate a strategic-planning process that creates ownership and empowers your organization to activate solutions using proven methods and tools.

- Redefine the customer experience to improve loyalty and satisfaction
- Facilitate strategic-planning and branding workshops
- Adjust marketing in response to business, brand, or market changes
- Sharpen your value proposition in a competitive market

Living the brand and listening to the customer

Differentiation is no longer enough. That's why the goal of any brand strategy should be to establish market leadership. We can help you define what your brand should stand for over time — and determine what it's going to take to get there. We can work with you to drive brand relevance among stakeholders, evaluate your brand impact, manage and monitor its brand relevance over time, identify opportunities to extend it into new markets and segments, and establish a brand architecture for growth strategies.

- Strategically position a brand within the market
- Re-establish brand relevance with key customers
- Extend a brand into new business opportunities
- Engage and empower employees to deliver on the brand promise

Innovation for growth

Leading organizations recognize the need to continually innovate, to uncover new sources of revenue, to have sustainable competitive advantage, business growth, and operational efficiencies. Linchpin Strategy can help you explore new opportunities with a fresh perspective. From new products, services, or business methods, we can help you identify and respond to opportunities for growth or improvement.

- Create and evaluate new ideas
- Innovate new products, services, and business methods
- Evaluate new business development strategy
- Build innovation capability and methods

Inspiring design with purpose

Effective design is a powerful force. It connects and inspires people to think and feel differently about a product, service, or experience. This type of inspiration and creativity requires designers with talent, wisdom, and curiosity. Solving business and brand problems inspires our design strategists. We are driven to bridge the gap between business objectives and brand-driven experiences that influence perceptions, decisions, emotions, and behaviors.

- Activate a brand positioning through visual identity system
- Design internal communications to promote business values and strategy
- Create exceptional digital experiences for employees and customers
- Translate business objectives into a brand strategy

Optimizing performance and improving satisfaction

Linchpin Strategy delivers proven methods and practices to promote continuous improvement: accomplishing more with less; streamlining processes; removing waste; improving productivity and satisfaction. Our recommendations are tailored to your organizational culture and needs. We work alongside business teams to analyze current processes and practices to identify opportunities for improvement or system redesign in alignment with business and brand goals.

- Map and re-engineer business practices and processes
- Develop change management communications and education programs
- Implement continuous improvement methods, tools, and techniques
- Coach project teams and facilitate planning activities

BRAND EXPERIENCE *[partial list]*

American Heart Association

Bausch + Lomb

BlueCross BlueShield Association

Carestream Health

Constellation Brands

Corning Incorporated

CorningWare

Corelle

First Niagara Bank

Frontier Communications

ESL Federal Credit Union

Excellus BCBS

George Eastman House

Greater Rochester IPA

Kodak

Pyrex

ViaHealth Plan

WebMD

Wegmans

Xerox

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