

QUESTION: HOW CAN I
HARNESS 20+ YEARS IN
THE LIVE EVENTS
BUSINESS FOR GOOD?

(INSTEAD OF ABANDONING IT ALL
AND STARTING FROM SCRATCH.)



WHAT'S IMPORTANT TO ME

People

Teaching/Mentoring

Not being terrible

Understanding others

Authenticity

Vulnerability

SKILLS I ALREADY HAVE

Ability to take complex topics and make them understandable and easily communicated

Basic Design Skills

General understanding of all aspects of the live events business

Deep understanding of content creation & technical design

Ability to manage small teams and train individuals with no experience.

WHAT I LOVE TO DO

Adventure

Connect with people

Travel

Make things fun

Make fun things

WHAT LIVE EVENTS NEED

A backbone to say no to projects that don't serve them or companies that don't align with their values

Meaning and Purpose

A way to sustainably produce events that have meaning

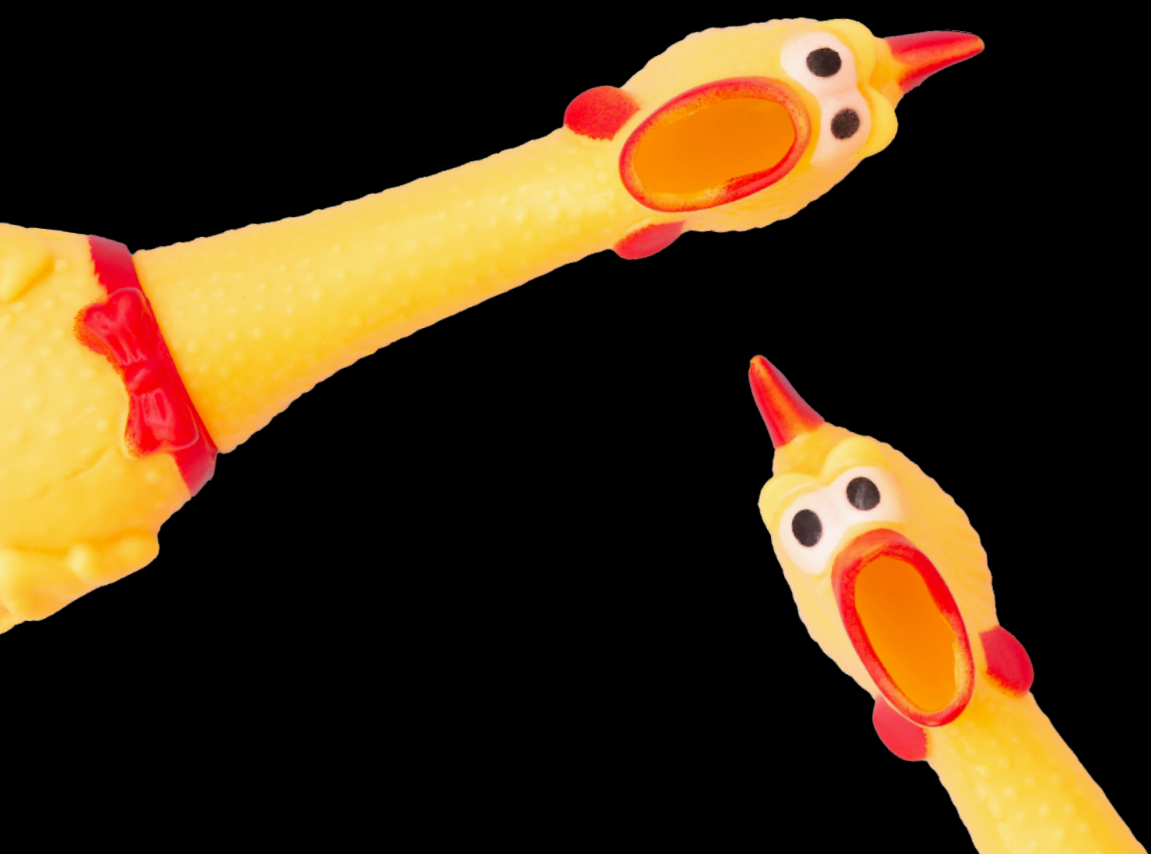
More focus on the message

To create real connection

A focus on the people (both internal and external)

Clients to focus on their people

To give back to the community



DEEP THOUGHT

What if...instead trying to change the industry by running my dad's company (not possible - the company is bankrupt and wasn't going to change anyway) or working for his competitor any trying to change them (in progress- but is becoming clear no change will happen) I started my own company.

It would be the company I always wanted my dad's to be - a values-driven, human-centered, socially conscious events/communications agency focused on people, process, communication and giving back.

KNECT

CONNECTION THROUGH
CREATIVE COMMUNICATION

OTHER IDEAS

SEE3

CONNECTION
THROUGH CREATIVE
COMMUNICATION



CONNECTION
THROUGH
CREATIVE
COMMUNICATION

I DON'T LOVE
THESE! I WOULD
LOVE ANY IDEAS
FOR COMPANY
NAMES!

COMMUNICATION CONSULTANTS
CONNECTION CONSULTANTS
BRINGING OUT THE BEST IN EACH OTHER
YOUR PARTNER IN CONNECTION - IN WHATEVER FORM IT TAKES.
BETTER MEETINGS | BETTER RESULTS
CONNECTION IS GOOD FOR ALL OF US
SOLVING PROBLEMS THROUGH CONNECTION

THIS IS WHAT WE STAND FOR:

CONNECTING HUMANS
WHILE PROVIDING JOBS
AND TRAINING TO PEOPLE
IN RECOVERY.

THE OPPOSITE OF
ADDICTION
IS CONNECTION

WE HIRE, TRAIN, AND EMBRACE PEOPLE IN RECOVERY BECAUSE WE BELIEVE HEALTHY CONNECTION IS AN IMPORTANT PART OF THE HEALING PROCESS, AND IS IMPORTANT FOR ALL OF US.

CONNECTION IS THE KEY TO
EVERYTHING

THIS IS WHAT WE DO:

WE CREATE CONNECTIONS*

CONNECTION REQUIRES 3-WAY COMMUNICATION
BETWEEN YOU AND YOUR PEOPLE
BETWEEN YOUR PEOPLE AND YOUR CUSTOMERS
BETWEEN OUR PEOPLE AND YOUR PEOPLE
BETWEEN YOUR PEOPLE
AND BACK AGAIN.

*(CONNECTIONS DRIVE BOLD ACTIONS. BOLD ACTIONS DRIVE RESULTS)

HOW DO WE DO IT?

BY CONNECTING WITH YOU
TO FIND THE MOST
EFFECTIVE WAY TO
COMMUNICATE.

LIVE EVENTS

MEDIA

VIDEO PRODUCTION

COMMUNICATION

GATHERINGS

PRESENTATION DESIGN

SPEECH COACHING

AUTHENTIC SCRIPTWRITING

TRAINING DEVELOPMENT

VIRTUAL GATHERINGS

VIRTUAL TRAINING

INDIVIDUAL COACHING FOR MANAGERS

GROUP CONNECTION COACHING

WHAT

MAKES US

DIFFERENT?

WHAT MAKES US DIFFERENT?

WE BELIEVE IN
THE POWER OF
PEOPLE.

OUR PEOPLE, YOUR PEOPLE, YOUR CUSTOMERS, AND ALL PEOPLE

And we believe people working
together is the most powerful of all.

WHAT MAKES US DIFFERENT?

WE ARE A
CERTIFIED
B-CORP

Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, B Lab is unique in its ability to measure a company's entire social and environmental impact.

WHAT MAKES US DIFFERENT?

WE DEVELOP
GREAT TEAMS

Our people are in it together.
Your success is their success, their
success is each others success. We all
succeed together, not separately. We do
whatever it takes to build communication,
teamwork and collaboration.

WHAT MAKES US DIFFERENT?

OUR TEAMS
ARE MORE
CREATIVE

Better ideas come from a strong teams. Ideas don't grow on trees, but we use a variety of methods for our strong teams to create great ideas. All of us are better, more creative, more powerful than any one of us. (That goes for your team too)

WHAT MAKES US DIFFERENT?

OUR PEOPLE
ARE OUR #1
PRIORITY

We take great care of them so they can take care of you. Everyone wins. (Let's order a pizza to celebrate).

WHAT MAKES US DIFFERENT?

WE THINK
INSIDE THE
BOX

Anyone can think outside the box. We think inside the box. The box is the needs of your audience, the needs of the planet, and the needs of your organization and ours. There are endless possibilities in the box, and we'll help you find the right one.

WHAT MAKES US DIFFERENT?

WE'RE NOT
GOING TO SUGAR
COAT IT

You're hiring us to help you find the best solution. We're usually full of positivity and rainbows, but we're not afraid to tell you how we really feel, and how decisions will affect your ability to connect with your audience.

WHAT MAKES US DIFFERENT?

WE VALUE

TRANSPARENCY

That's what connection is. Transparency between you and us, transparency between us and our employees and we hope to help you be transparent with your people.

WHAT MAKES US DIFFERENT?

WE LEAVE
COMMUNITIES
BETTER THAN WE
FOUND THEM

We don't show up, have an event, drop our garbage in the dumpster and leave. We donate everything we can to the community, create as little waste as possible, and donate a percentage of the program to the community before we go.

Every. Single. Time.

THE TRUTH IS...

**WE ARE NOT RIGHT FOR
EVERYONE. AND WE'RE
OK WITH THAT.**

BUT IF WE CHOOSE EACH
OTHER, WE'LL MAKE MAGIC
TOGETHER.

KEY STAKEHOLDERS

WHO ARE THE PEOPLE THAT YOU HOPE TO SERVE? WHO ARE THE PEOPLE WHO WILL PAY FOR YOUR PRODUCTS & SERVICES? WHO ARE YOUR MOST IMPORTANT FUNDERS?

BENEFICIARIES

- People in recovery
- Other people in need of connection/community (Elderly people? Refugees? Recent immigrants?)

CUSTOMERS

- Values-based businesses of all sizes
- Small to medium businesses looking to foster internal or external connection

FUNDING STAKEHOLDERS

SOCIAL VALUE PROP

HOW WILL YOU CREATE VALUE FOR YOUR BENEFICIARIES, CUSTOMERS AND FUNDING STAKEHOLDERS, THROUGH YOUR SOCIAL PROGRAMS, OR YOUR PRODUCTS OR SERVICES?

BENEFICIARIES

- Job training
- Fair Wage
- Being part of a community
- Social network of people in the program after they move on.

CUSTOMERS

- Creative services
- Event services
- Training / Coaching
- Network?

FUNDING STAKEHOLDERS

SOCIAL IMPACT MEASUREMENT STRATEGY

WHAT WILL YOU MEASURE TO KNOW YOU ARE ACHIEVING YOUR
SOCIAL MISSION?

- The number of people in recovery that train with the company and either continue or move into other jobs.
-

CHANNELS

HOW WILL YOUR BENEFICIARIES & CUSTOMERS RECEIVE YOUR PROGRAMS, PRODUCTS & SERVICES?

BENEFICIARIES

- Relationships with sober houses, and recovery centers for referrals of people that would be good candidates
- AA/NA meetings
- The internet

CUSTOMERS

- Word of mouth
- Previous client relationships
- B-corp message boards
- Freelancer relationships and referrals
- Speaking engagements
- Networking events
- The internet

RELATIONSHIPS

HOW WILL YOU REACH OUT AND COMMUNICATE WITH YOUR BENEFICIARIES, CUSTOMERS, AND FUNDING STAKEHOLDERS ON A REGULAR AND ONGOING BASIS?

BENEFICIARIES

CUSTOMERS

FUNDING STAKEHOLDERS

KEY DELIVERY PARTNERS

WHO ARE THE PARTNERS YOU NEED TO HELP YOU DELIVER YOUR SOCIAL VALUE PROPOSITION?

SOCIAL PROGRAMS

SOCIAL BUSINESS:
PRODUCTS & SERVICES

- Financial partner
- A/V Vendors

KEY ACTIVITIES

WHAT ARE THE CRITICAL ACTIVITIES YOU NEED TO CARRY OUT FOR YOUR SOCIAL PROGRAMS, OR PRODUCTS AND SERVICES?

SOCIAL PROGRAMS

- Training programs
- Mentorship

SOCIAL BUSINESS: PRODUCTS & SERVICES

KEY RESOURCES

WHAT ARE THE KEY RESOURCES THAT YOU WILL NEED TO DELIVER YOUR SOCIAL PROGRAMS, AND PRODUCTS & SERVICES?

SOCIAL PROGRAMS

SOCIAL BUSINESS:
PRODUCTS & SERVICES

COMPETITORS & COOPERATION

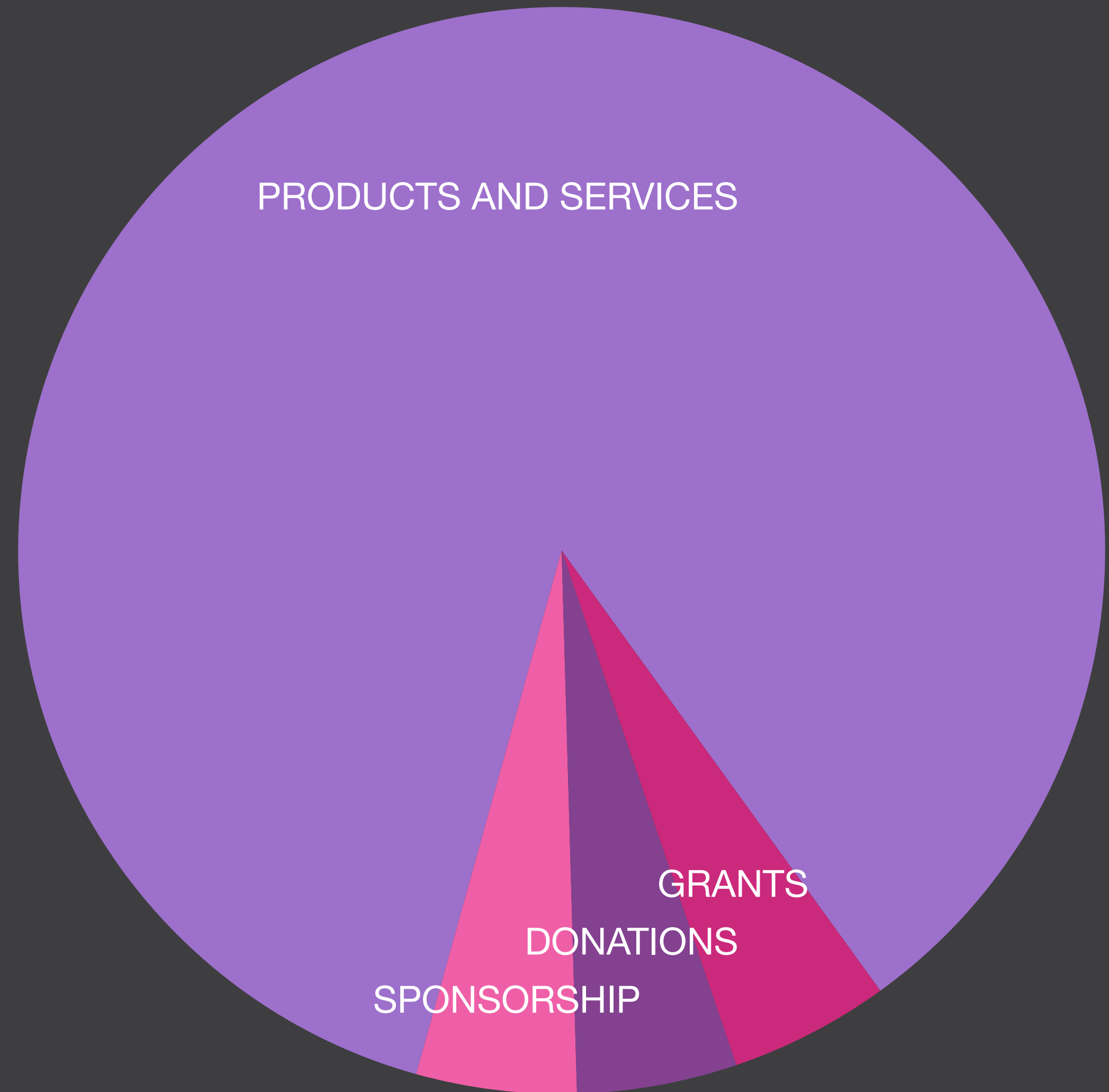
WHAT ORGANIZATIONS ARE WORKING TOWARDS A SIMILAR SOCIAL MISSION TO YOU? WITH SIMILAR BENEFICIARIES, CUSTOMERS & FUNDERS? IS THERE AN OPPORTUNITY TO COOPERATE WITH COMPETITORS ON ASPECTS OF YOUR WORK?

MACRO-ENVIRONMENT/ PESTEL

WHAT CHANGES IN THE EXTERNAL ENVIRONMENT DO YOU NEED TO BE AWARE OF? POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL, ENVIRONMENTAL, AND LEGAL CHANGES THAT YOU SHOULD SEE COMING ON THE HORIZON?

REVENUE: FUNDING (GRANTS/ DONATIONS/AWARDS) & TRADABLE INCOME, ETC.

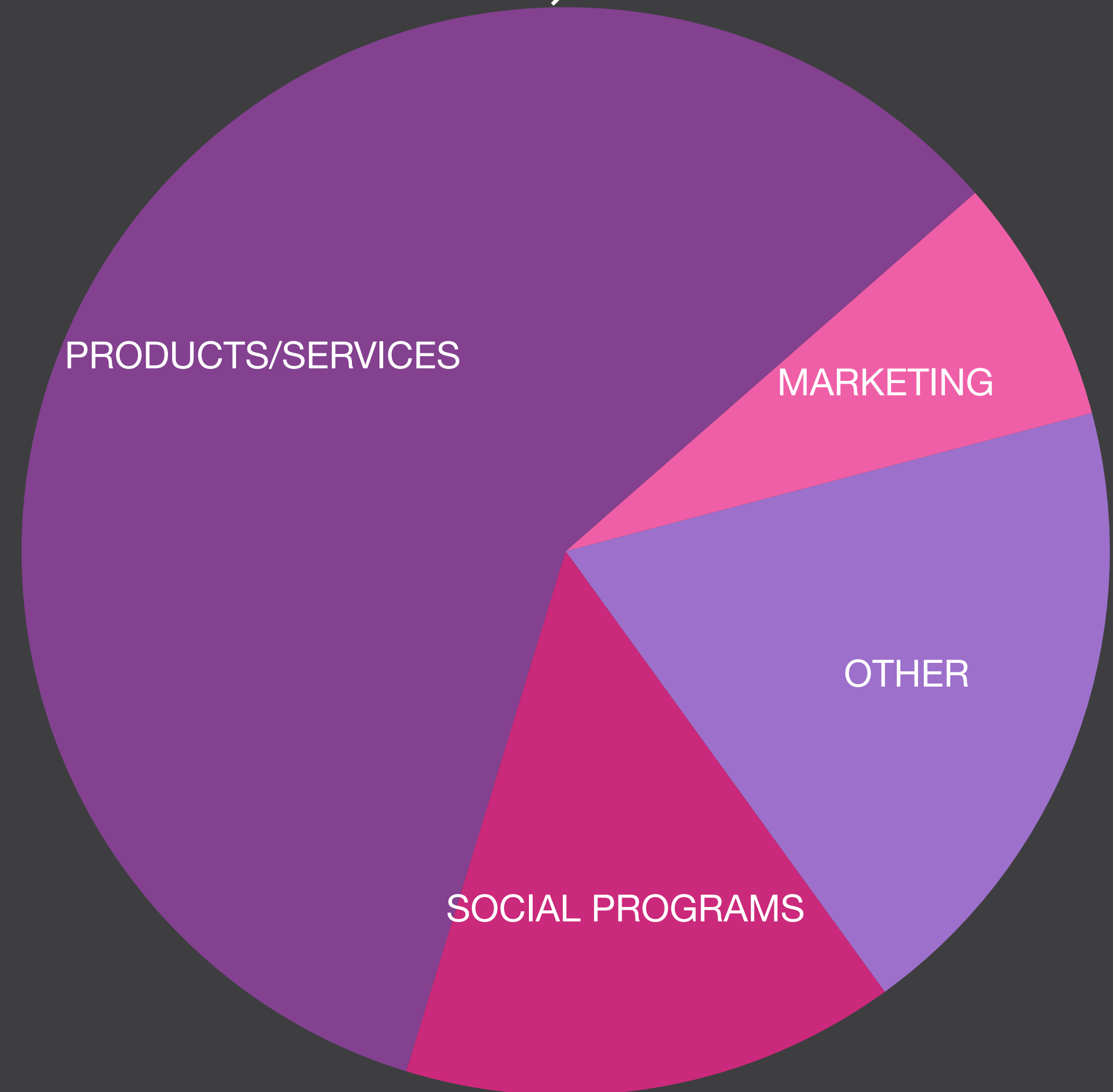
CAN YOU PROVIDE AN OVERVIEW OF
THE INCOME YOU WILL HAVE FOR YOUR
SOCIAL BUSINESS? WHAT PERCENTAGE
OF YOUR INCOME WILL BE FROM
GRANTS, AWARDS, OR DONATIONS?
WHAT PERCENTAGE OF YOUR INCOME
WILL COME FROM CONTRACTS &
TRADABLE INCOME?



COSTS - PROGRAMS, PRODUCTS/ SERVICES, FUNDRAISING, ETC.

CAN YOU ESTIMATE THE OVERALL
COSTS YOU WILL INCUR DELIVERING
YOUR PROGRAMS, PRODUCTS AND
SERVICES?

REMEMBER TO INCLUDE COSTS LIKE
RECRUITING & TRAINING VOLUNTEERS,
FUNDRAISING COSTS, NETWORKING,
ETC.



SURPLUS - REINVESTMENT /
DONATION, ETC.

HOW WILL YOU DISTRIBUTE ANY PROFITS THAT YOU GENERATE,
ONCE YOU'VE COVERED YOUR COSTS?

NOTEPAD

LEAN INTO

THE WARM FUZZIES,
STRAIGHTFORWARD LANGUAGE,
TRANSPARENCY, HEART

LEAN AWAY FROM

SNARK, EGO

VALUES

PEOPLE OVER PROFIT

AUTHENTICITY AND
ACCOUNTABILITY

TRANSPARENCY AND PARTNERSHIP

DIALOGUE

DUOLOGUE

COMPASSIONATE

AUTHENTIC

COMMUNICATION

CONVERSATION

VALUES-DRIVEN

HUMAN-CENTRIC

2-WAY COMMUNICATION

HOW DO WE APPLY CREATIVE
LEADERSHIP TO NOT JUST OUR
ORGANIZATION BUT TO OUR
CLIENTS?

WE ARE LEADING BY EXAMPLE.
WE HELP OUR CLIENTS TO DO
THE SAME.