



## Our Services

### Consultation Process

**Phase One:** We drill down with you and your team to wrap our brains around who you are and what you're all about. Think of it as "finding yourself," but for an organization. If necessary, we help you develop or tweak your vision and mission statements.

**Phase Two:** We conduct a detailed proprietary "Ministry Brand Resonance Assessment" to discern how well you are resonating with your audience and community. We're all about helping you go deeper in connecting with them and further in expanding your footprint. See it? That's why we chose a cool name like The Resonate Group®.

**Phase Three:** We then evaluate your brand assets and equity such as corporate identity, web presence, marketing strategies and collateral. We also look at things like internal and external communication connection points, staff bench-strength, guest experience, environmental vibe and signage.

### Creative & Strategic

The Resonate Group offers services to assist you in building your brand. We are uniquely qualified to assist ministries and offer high-quality and affordable solutions to meet your needs. We've been shaping brands for decades and are blessed to have worked with some great ministries.

When building your brand, we employ diverse tools and current best practices to help you accomplish your ministry goals. We are relentless about quality standards and insane about details. Unlike most brand development firms, we work exclusively with ministries. It's what we love. It's what we know. It's what we do best.

Strategic and creative services include:

- Vision and mission creation

### Speaking & Training

Our ministry calling is about partnering with you and your executive team to leverage the power of strategic brand development and to optimize your ministry impact. As your strategic partners in ministry, we walk with your key players to help them think more strategically and work more effectively.

In our experience, many ministries have not yet incorporated a strategic brand development grid into their organizational culture. To help shift your culture, we offer training, coaching and speaking. Our consultants have spoken in everything from small group intimate settings to large group events and churches. They are proven leaders with a track record of success and ministry growth.

Speaking and training topics include: