



Make Partnership Capabilities

The Make Partnership is focused on creating winning, measurable strategies for early-stage and mid-market companies (with gross revenues of \$15M-\$50M comprised of 50-200 employees), with a passion for helping organizations elevate performance to the next level and achieve breakthrough growth, performance, and profitability.

Each of the below starts with Discovery and contributes to an overarching business strategy; successful implementation can significantly affect a company's trajectory.

1. GROWTH PLAN: Developing a comprehensive plan, to include initiatives, associated actions, and milestones to scale the company's operations, revenue, and market share. This involves identifying new opportunities, optimizing current processes, and aligning resources to drive and measure sustainable growth over the short and long term.

2. BRAND STRATEGY: Crafting a cohesive brand that resonates with the target audience. This involves defining the brand's values, mission, vision, promise, and purpose combined with messaging and visual elements, ensuring consistency across all touchpoints to build trust, recognition, and differentiation in the market.

3. BUSINESS DEVELOPMENT STRATEGY: Creating a roadmap for expanding the business by forging strategic partnerships, exploring new markets, and diversifying revenue streams. This strategy enhances the company's reach and impact through smart collaborations and innovative approaches.

4. MARKETING STRATEGY: Designing a strategy and framework to effectively reach and engage the intended audience/s. The additive is implementation, which includes selecting appropriate marketing channels, creating compelling content, and implementing campaigns that attract, convert, and retain customers while measuring and adapting to achieve optimal results.

5. LEADERSHIP TRANSFORMATION: Nurturing a dynamic leadership team that drives innovation, adaptability, and strategic thinking. This involves coaching and mentoring current leaders, identifying and developing emerging talent, and fostering a culture of continuous learning and growth.

6. IMPLEMENTATION: Creating a clear and detailed plan for executing each element of strategy effectively. This involves bringing along the right team, setting timelines, allocating resources, defining key performance



indicators, and establishing accountability. Implementation Strategy ensures that the vision outlined is implemented successfully.

7. FRACTIONAL CMO, CBO, CSO: Providing on-demand executive expertise to fulfill roles such as Chief Marketing Officer (CMO), Chief Brand Officer (CBO), and Chief Strategy Officer (CSO) as required. This flexible approach allows businesses to tap into senior-level insights without a full-time commitment, aligning with specific growth phases and strategic initiatives.