

CASE STUDY

Company Name: Whitaker Worldwide Training and Consulting

Fun Tag: Cultivating Leaders, Expanding Influence

Objective Overview: Wanted to build a consulting firm to leverage his John Maxwell certification.

Solution Applied: BES Design I: Ideation + Brand Communication w/CSC Support

Deliverables: Frames 1-6: Foundations, operations, business model, marketing, pricing, financials, policies and procedures, sales process, pitch, and growth strategy. Created social media and brand communication campaign.

Company Description: Whitaker Worldwide Training and Consulting cultivates leaders and expands influence. We provide customized training solutions to help our clients address real leadership, business, and growth issues.

Time Frame: 7 months

Measurable Outcomes:

- Strong solutions
- Innovative website
- Social media spike of 300 + likes in less than 30 days
- Major international contract two months after tmg session completion.

Website: www.whitakerworldwide.com



W H I T A K E R
WORLDWIDE TRAINING
and CONSULTING

CULTIVATING LEADERS | EXPANDING INFLUENCE



NETWORKING WITH A PURPOSE

Company Name: Pathway 2 Success Networking Workshops LLC

Fun Tag: Paving the Pathway to Success

Objective Overview: Wanted to create a network for women to be empowered holistically.

Solution Applied: BES Design I: Ideation + Brand Communication w/CSC Support

Deliverables: Frames 1-6: Foundations, operations, business model, marketing, pricing, financials, policies and procedures, sales process, pitch, and growth strategy. Created social media and brand communication campaign.

Company Description: Pathway To Success Networking Workshops LLC is an organization that provides networking workshops to give entrepreneurs and professionals the opportunity to network with a purpose!

Time Frame: 6 months

Measurable Outcomes:

- Membership based platform
- Growth of 400% in monthly workshop attendance in less than 12 months
- Interactive website
- Over \$60k in b2b among participants

Website: www.pathway2successindy.com

CASE STUDY

Company Name: Steward Speakers, Inc.

Objective Overview: Wanted to expand his business model. 29 years in business. Major sponsors such as IUPUI.

Solution Applied: BES Design II: Innovation + Brand Communication w/ CSC Support

Deliverables: Frames 1-5: Breakthrough business strategy, expansion of current business model, pricing restructure, innovative digital marketing campaign, and global press coverage. Created social media brand communication and campaign.

Company Description: For more than 29 years, Steward Speakers has been dedicated to enhancing the community by providing opportunities to engage with America's best leaders and brightest luminaries. We provide an educational experience to young people, families, indigent and the adult learner who normally would not receive the opportunity to attend such events. Steward Speakers showcases lecturers of national and local prominence.

Time Frame: 6 months

Measurable Outcomes:

- Power series education platform created
- First graduate applied training to start EducateMe a non-profit organization
- Innovative website
- Doubled in sales
- Doubled lecture series attendance & global recognition

Website: www.stewardspeakers.org



Company Name: Indianapolis Metropolitan Police Department

Objective Overview: Wanted to create a program for at risk young men focusing on minorities' ages 10 to 18.

Solution Applied: BES Design II: Innovation

Deliverables: Created YDI IMPD's Youth Development Initiative Structure, organization flow, centers of influence, strategic partners, scripting, outcomes, leadership team, milestones, forms, release documents, press release, implementation strategy, logo, goals and press kit.

Company Description: The My Brother's Keeper Youth Development Initiative will provide a collaborative approach to crime prevention and youth support, particularly African-American and Hispanic males. The My Brother's Keeper Youth Development Initiative will work in conjunction with current Community Affairs programs such as The G.R.E.A.T Program, PAL Club, Chess Club and Explorers Program as an active prerequisite for continuation to other Community Affairs programs.

Time Frame: 45 days

Measurable Outcomes:

- Channel 8 Wish TV cover story
- Local press conference
- Launch of program September 1, 2015 in John Marshall Community High School

CASE STUDY

Company Name: Indianapolis African American Business Council

Objective Overview: Wanted to create the Black Chamber of Commerce within Indianapolis.

Solution Applied: BES Design I: Ideation

Deliverables: Frames 1-6: Foundations, operations, business model, marketing, pricing, financials, membership packages, sponsorships structure, policies and procedures, sales process, pitch, and growth strategy. Created social media and brand communication campaign.

Company Description: The mission of the Indianapolis African American Business Council is to empower African American Businesses by providing access to resources, opportunities, and relationships that maximize their success. Our focus is on the sustainable and profitable growth of African American Businesses within the Greater Indianapolis Area.

Time Frame: 8 months

Measurable Outcomes:

- Launch attendance over 100
- Increase in membership
- Monthly workshops and classes
- Created strategic partnerships
- Innovative website
- Solidified corporate sponsors
- Obtained 501(c)(3) status in less than 3 months.

Website: www.iaabcindy.org



BEACON OF HOPE
CENTER FOR WOMEN, INC.

Company Name: Beacon of Hope Center For Women, Inc.

Objective Overview: Needed additional board members. Board training and Leadership Training. Business Plan Developed.

Solution Applied: BES Design II: Innovation

Deliverables: Frames 1-5: Board roles and responsibilities, board application, contacts, board tasks, rebranding, fundraising training, board structure, and business plan developed.

Company Description: Beacon of Hope is a dream brought to fruition and Founded in 2007 by three courageous women, one of which remains at the helm as its Executive Director. This dream became a reality when Beacon of Hope's doors opened in 2009. A survivor of domestic violence, Terry Moore, is passionate about her work leading this now five-year old Christ-centered organization. Moore stays focused on the mission of empowering victims of domestic violence to become self-sufficient by providing safety, support and education. Beacon of Hope's vision is a world in which women and children can live free from the grip of domestic violence.

Time Frame: 24 months

Measurable Outcomes:

- Business plan created
- Increased in fundraising dollars by \$40k
- #freefromthegrip movement
- New board interviewed and trained

Website: www.beaconofhopeindy.org