

EXEMPLAR
STRATEGIC
COMMUNICATIONS

BREAKTHROUGH THINKING. PROVEN RESULTS.

At Exemplar Strategic Communications, we work with your organization to execute proven-effective approaches that align with your goals and achieve measurable results. Our mission is simple: We strengthen your organization and its initiatives through results-based strategic communications efforts.

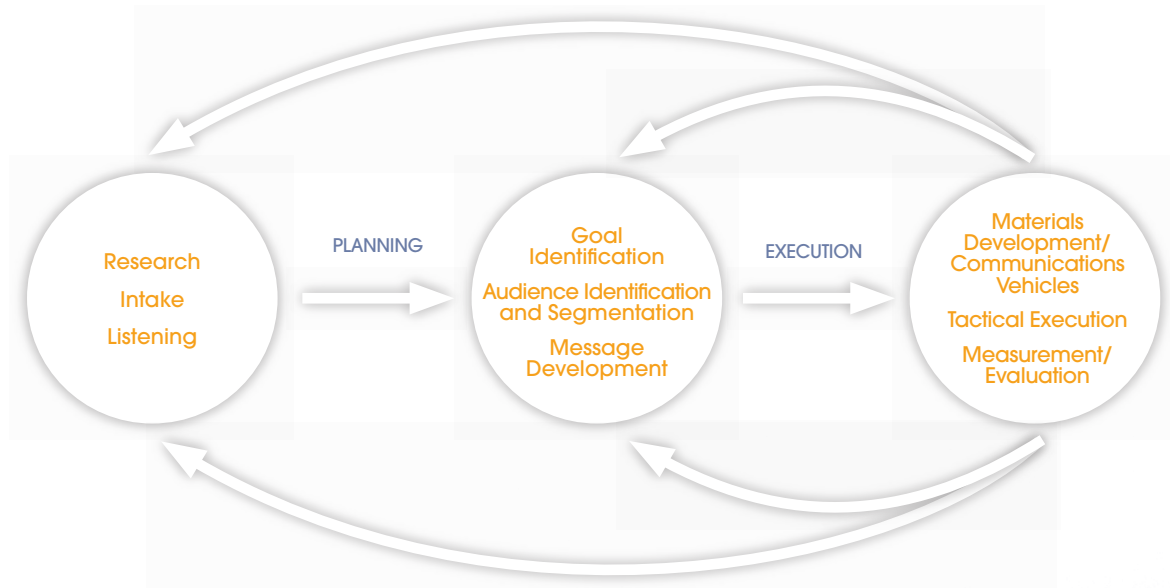
As your strategic communications partner, we are committed to:

- **Breakthrough thinking** We identify the strategic approaches that are ideal for your organization, your audiences, and your goals. Through research and an understanding of your organization, we craft solutions that work for you, helping you break through the white noise and achieve your goals.
- **Stakeholder-specific actions** Success comes when we recognize all of the audiences involved in the process and develop targeted communications efforts that speak to each audience on their terms and address their concerns. At Exemplar, there is no one-size-fits-all approach to communications. We understand your audiences and know the messages and tactics that will successfully reach them.
- **Outcome-based approaches** All strategies and tactics are designed to help you achieve your organizational goals. We only succeed when you have.
- **Commitment to results** Our sole focus is on your success. As part of our approach, we implement a measurement/improvement loop to ensure maximum impact. There is no substitute for proven results.



THE EXEMPLAR APPROACH

The Exemplar Approach is designed to maximize your communications efforts and provide optimal results. A proven-effective model for producing change and improvement with your key audiences.



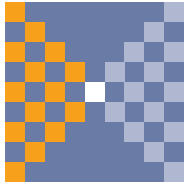
EXEMPLAR MAP TO SUCCESSFUL STRATEGIC COMMUNICATIONS

WHAT IS RESULTS-BASED COMMUNICATION?

At Exemplar Strategic Communications, we recognize your communications success is defined by more than just educating key constituencies of your mission and goals. True success requires stakeholders to take specific action. By connecting your communications goals with your organizational mission and objectives, we work in partnership with you to develop a comprehensive strategic communications vision that helps you:

- Inform the public;
- Build commitment for a solution; and
- Mobilize around specific action.

There's no easier way to say it. This approach works. Through results-based communication, you are empowered to communicate with consequence, gaining the outcomes you seek to improve your organization, its mission, and the community at large.



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EXEMPLAR EXPERIENCE

The Exemplar Strategic Communications team stands as an experienced and successful partner for your organization. Our senior-level leadership has successfully developed and executed comprehensive strategic plans, integrated communications efforts, and national advocacy campaigns.

EDUCATION

American Federation of Teachers
AppleTree Institute
EdWorks
Knowledge Alliance
Lumina Foundation for Education
National Institute for Literacy
National Reading Panel

National Staff Development Council
New Leaders for New Schools
Partnership for Reading
Pennsylvania Department of Education
U.S. Department of Education
Virginia Department of Education
Virginia Education ROI

PUBLIC POLICY/ADVOCACY

Coalition to Protect Community
Not-for-Profit Hospitals
KnowledgeWorks Foundation
National Governors Association
National Institute of Child Health
and Human Development, NIH

Pennsylvania STEM Initiative
Team Pennsylvania Foundation
U.S. Department of Treasury
U.S. Environmental Protection
Agency (EPA)

CORPORATE PUBLIC AFFAIRS

Association of American Publishers
The Coca-Cola Company
Digital Network Group
Education Management Corporation
Higher Ed Holdings, LLC
Houghton Mifflin Harcourt Publishing
Inova Health System

Manufacturing Skill Standards Council
MAXIMUS
MedStar Health
Outtask (now part of
Concur Technologies)
ZiLOG

ABOUT EXEMPLAR STRATEGIC COMMUNICATIONS

Exemplar Strategic Communications partners with organizations to develop proven-effective strategic planning, public affairs, and advocacy communications solutions. By both informing audiences and driving them to action, Exemplar provides its partners the results-based strategic communications efforts needed to achieve their goals.

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