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# Prioritize people. Get results.

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This year has been a novel none of us ever expected to read. The plot twists have required extraordinary efforts from you. Communications, marketing and stakeholder engagement teams are dealing with uncertainty at every turn, difficult decisions and complex messaging. You want, and need, to get it right, yet your plate is overflowing.

**We're here to help. One of the lessons of 2020 is that people matter. Their health. Their safety. Their dignity.**

People are the key to your company's success. Let us emphasize that thinking in your company's story and share it with the audiences most important to you. We get on board quickly and execute project-based work to fill important internal or external communication gaps.

Choose from our people-first projects.  
We'll get to work. You'll get results.



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## KEEP CALM AND COMMUNICATE ON

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### THE CRISIS PROJECT

If 2020 has foreshadowed anything, it's that there will be a next crisis. It's just a question of when. Is your communications team prepared for the next chapter, and are people at the center of your plan? Our three levels of service for crisis comms planning will get you ready.

#### LEVEL 1 ● ● ●

If you have a crisis communications plan, you'll benefit from an objective audit and substantive input, along with recommendations for next steps based on quickly evolving best practices.

#### LEVEL 2 ● ● ●

Need something from the first draft forward? At this level, you'll get research and a plan to implement in-house.

#### LEVEL 3 ● ● ●

Once your plan is ready, you'll get executive prep, media training and coaching on how to show empathy to ensure your key spokespeople are ready for anything.

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## TAKE IT FROM THE TOP

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### THE LEADERSHIP PROJECT

Our executive communications approach goes beyond words on a page, because your leaders are a critical part of the people-first mentality. Your protagonist needs coaching to nail the delivery, compelling presentations that support the narrative and an internal or external social media campaign to keep the conversation going.

#### LEVEL 1



Does your company leader need remarks for the next town hall, shareholder meeting, diversity luncheon or awards dinner? Don't struggle with writer's block, let us draft it for you, along with a PowerPoint presentation with impactful imagery to support the key messages.

#### LEVEL 2



Tell us about your organization's internal or external goals and get recommendations for an executive communications editorial calendar, including thought leadership and social media.

#### LEVEL 3



We'll conduct discovery with you and your executive to determine goals and objectives for a public persona and thought leadership opportunities. You'll get a personalized communications plan with an elevator pitch/value prop, key messages, editorial calendar, a stump speech or op-ed and social media graphics. You'll also get individual or group training for leaders to sharpen their ability to give effective presentations, communicate with the media and genuinely connect with key audiences.

### THE INTERNAL COMMUNICATIONS PROJECT

With so many social factors impacting organizations, internal communications are a crucial part of the narrative. Let us supplement your team's good work by creating employee communications templates, infographics, and other employee resource materials and collateral that demonstrate the thoughts, value, and contributions of your people.

#### LEVEL 1



Bring some illustration to your story. Let us help you bring campaign-style branding to your initiative. You'll get a suite of posters and social media graphics that amplify your organization's culture.

#### LEVEL 2



Show us what's on your internal communications to-do list and get recommendations on what to prioritize - and how to complement what you've already prepared in a people-first approach.

#### LEVEL 3



We'll meet with your team for an audit of current employee communications and then build an employee engagement communications campaign and editorial calendar. From cover-to-cover, we partner on asset development and rollout. Using our people-first approach, we ensure your materials and other campaign elements ring true for your diverse organization.

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## IN IT TOGETHER

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# YOUR HARD WORK, PUBLISHED



## CORPORATE REPORTS

The current environment has brought out the best in many teams, and your organization's commitment to stakeholders has probably never been stronger. Sustainability, diversity, and other engagement reports are vital products that show and tell the world how your actions line up with your mission and values and how you're taking care of your people. We deliver reports for Fortune 100 companies and philanthropic organizations, satisfying stakeholders' appetites for transparency with measurable results.

### LEVEL 1



Need a ghostwriter? Your company's story will come to life with prose that details your priorities and progress in compliance with industry and ratings firms standards.

### LEVEL 2



Need it to look sharp? You'll get our writing and editing expertise plus graphic design to illustrate your impact.

### LEVEL 3



Too busy to manage all the moving parts and the public relations piece too? This is the book and the movie. You'll get writing, editing, graphic design, project management, social media, press releases and internal communications.

Of course, you can always choose your own adventure. We can customize a people-first plan that fits your needs. Get started by contacting us at [info@mathews-group.com](mailto:info@mathews-group.com).



*Melissa, Tia, Katherine, Nellie and team*

THE MATHEWS GROUP

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