



THE AERIE COMPANY

Because it's challenging at the top

STRATEGY · COMMUNICATIONS · LEADERSHIP



IT'S challenging at the top. Every audience you touch — customers, board members, shareholders, partners, employees, industry organizations, media — expects relevance, motivation and value.

How can you soar to meet these expectations?

Keen vision, breadth of view and towering flight builds a powerful leadership position.

At The Aerie Company, we show our clients how to go beyond where they are today. We move the focus from mere product and service features to define the real benefits and value you offer.

WHAT WE DO

The Aerie Company is retained by publicly-traded and privately-held companies, non-profit organizations and consulting firms for confidential assignments to transform executive and organizational performance. We coach and provide strategy development, marketing analysis, corporate and product positioning, corporate reputation enhancement, crisis communications, product launch and lifecycle management, integrated communications, internal communications, advocacy relations and merger and acquisition integration.

Our foremost focus is on aligning vision and strategy, effective marketing communication and powerful leadership so you can demonstrate value to your stakeholders. Leveraging the collective expertise of our consultants, honed through senior corporate roles and at global consulting firms, we help clients to:

- Articulate compelling strategies that beat the competition
- Implement measurable plans that increase corporate reputation, product visibility and market share
- Set the stage for successful acquisitions as well as acquisition and partnership integrations
- Effectively communicate and sharpen leadership styles to convince, motivate and target a wide variety of stakeholders

Are you ready to soar?

HOW WE THINK

Our business is to reveal and leverage your inspiration.

Too often it's presumed that everyone in your company can communicate your unique story and convey its importance. Today's business pace further complicates such assumptions and puts you in a precarious position — you aren't leading, you're holding on. The marketplace is defining you.

We help our clients answer fundamental questions, such as:

- Do you really know your customers?
- Are you offering them an elegant solution?
- How are you telling them?
- What makes you a valuable industry leader?

Applying best practices, business insights and marketplace and competitive knowledge, we position clients to surmount barriers, capitalize on opportunities and solve business problems. First, we partner to prove *how* your approach is better. Then we position your products, services and leadership — your solutions — for your target audiences.



THE SOAR APPROACH

The challenge at the top requires a special kind of approach to enable companies and executives to soar to new heights. Our strategy, communication and leadership consulting services are aligned to elevate both organizations and the executives leading those companies. With SOAR, The Aerie Company's proprietary methodology that links your vision, mission and business objectives, we use evidence-based techniques to create a sustainable solution that bolsters leadership performance.

Here's how:

Synthesize — Evaluation and analysis to identify both problems and opportunities

Organize — Development of your plan to take advantage of opportunities and resolve problems that may impact your leadership

Act — Implementation of your action plan using both The Aerie Company and your internal resources

Results — Reinforcement of vision, messages and tactics by monitoring progress and refining plans to optimally elevate your leadership position

FOCUSING ON VALUE

Value can be defined in myriad ways. It may be a company's actual worth, various valuations on its potential, how it is perceived or how its executives treat and engage employees. You may want to demonstrate value because you are in a growth mode and need insights to support your evolution. For those in transition, being positioned as an attractive acquisition or seen as a worthy partner in acquiring other companies may be important to your future.

Services to Make Organizations SOAR

Our tools and resources help your company analyze, plan and execute on its mission and vision to gain a competitive advantage.

- Strategic Planning
- SOAR Evaluation & Analysis
- Marketing Analysis
- SWOT Analysis
- Competitive Positioning Analysis
- Marketing Communications Planning
- Internal Communications Planning
- Corporate and Product Positioning Refinement
- Acquisition / Partner Integration
Marketing Communications
- Communications Support and Training
- Executive Retreats and Management
Meeting Facilitation
- Strategy and Communications Consulting

Services to Make Executives SOAR

Effective companies are led by effective leaders. That's why, at The Aerie Company, we leverage our SOAR strategy and communications framework to elevate individual executive leadership performance.

- SOAR Executive Evaluation & Analysis
- Executive SWOT Analysis
- SOAR Leadership Dashboard
- Leadership Coaching
- Communications Support
 - Editorial, design
- Communications Training
 - Presentations
 - Spokesperson & Media



About Our Founder

Suzanne Ross has enjoyed a dynamic and progressive career of 25+ years providing strategy, marketing and leadership development for business-to-business and consumer sectors with established and emerging healthcare, technology, professional services and non-profit organizations. She has been consistently successful at helping companies and executives build a strategic stronghold to elevate their performance and demonstrate their value.

For more than two decades, Suzanne has lead teams and consulted with clients on work that has won multiple industry awards, gained national recognition for solutions and provided award-winning communications strategies. These clients and teams have included, among many others, Matria Healthcare, CorSolutions, Alere Medical, NovaMed, CIGNA HealthCare, Burson-Marsteller, Fleishman-Hillard, Pfizer Health Solutions, AstraZeneca, Wyeth, SmithKline, Genentech, DaVita, RMS Lifeline, ProDuct (Cytex), American Hospital Association, Procter & Gamble, AIDS Foundation of Chicago, Blood and Marrow Transplant InfoNet, Loyola University Medical Center, Mount Sinai Hospital Medical Center, Chicago House Social Service Agency, FURKON and Visual Properties. She is also an experienced coach, working with executives in a variety of industries to hone strategy and communication, improve senior management and leadership potential and work through professional transitions.

For More Information
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