

## THE SCIENCE AND ART OF PERCEPTION MANAGEMENT



The success of any organization is rooted in its ability to firmly position its vision, mission and values and effectively convey these core messages to its desired internal and external target audiences.

Whether the goal is bringing focus to the brand to advance business objectives, maintaining corporate culture and credibility during a crisis, or developing and sustaining overall strong corporate identity, achieving goals such as these requires having a strong corporate communications platform in place to support the strategy.

Many organizations have internal teams to support corporate communication endeavors. Our role, since our founding in 1997, has been to counsel and guide clients to more strategically position their identity and brand, through good times and crises. We've worked collaboratively with numerous executive management and in-house communications teams to guide organizations, large and small, through corporate initiatives and critical undertakings, including:

- introducing new strategic initiatives and partnerships
- communicating management and governance changes
- maintaining brand value during debt restructurings
- acting as corporate spokesperson

**"Our communications and legal teams rely on Rasky Baerlein for trusted counsel in complex matters facing our company, as well as for important corporate positioning efforts. Whether we are calling on the seasoned folks at Rasky to generate creative approaches to support long-term initiatives or to strategize solutions as a crisis hits, we know that they will be responsive, offer insightful guidance and will go the extra mile to get the job done right." - Laura Sen, CEO, BJ's Wholesale Club**

***Ideas. Actions. Results.***

Among the Companies  
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## Why Rasky Baerlein?

Our firm has attracted talented executives from varied industries - including law, business, nonprofits, government, real estate, retail, financial services, and journalism - to help advise and counsel our clients. Our expertise will provide your leadership teams with the ideas and tools needed to break from ordinary thinking, cultivate innovation and address critical issues in ways that will only strengthen your organization's performance, identity and relationships.

Our services help to build corporate identity and maintain reputation through external communications, employee and internal communications and overall brand management. Specific services include:

- Strategic positioning and corporate branding
- Media relations, including traditional media outlets and social media platforms such as Facebook, Twitter, LinkedIn, etc.
- Internal communications, including corporate blogs, employee newsletters, videos
- Investor relations
- Crisis and reputation management
- Litigation support
- Government relations
- Spokesperson and presentation training for executive leadership
- Product launch publicity
- Special events, press conferences, forums surrounding product launches, corporate initiatives

## Our Promise

We believe that a well-orchestrated communications program will bring your organization and its mission to life. And organizational strength often comes from transmitting coherence and credibility to all who come in contact with you. We will work to ensure that you build effective messages that combine your vision, organizational mission and business objectives, and effectively communicate this to your key audiences. Overall, our mission is to use our innovative thinking and front-line experience to help you achieve your business goals.

Turn to Rasky Baerlein for ideas and actions that get results.



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