

**The key challenge for an organization today is to set a clear direction, build unique strengths, and communicate clearly with customers, clients and stakeholders.**

- Lorne Daniel

## **Grandview Consulting Inc. profile**

**We help organizations discover, develop and communicate their strengths.**

### **Communication challenges can trip up the best**

The information explosion of the past 20 years has blown holes in traditional business, community and organizational planning. We have more communication channels, but less effective communication.

Customers, employees and stakeholders are increasingly asking 'what's in it for me?'

It's a time for clarity.

### **Sectors we work with**

**Colleges** – strategic planning, marketing & communications

**Municipalities** – urban planning & communications

**Professionals** – optometrists, dentists, accountants, chiropractors

**Developers** – positive alternatives to NIMBY

### **We help...**

We help businesses, public sector organizations, municipalities and professionals to:

**Discover** their strengths through positive exploratory tools and processes;

**Develop** existing and new-found strengths through training, workshops, and organizational restructuring; and

**Communicate** their best attributes, their products and service offers, through powerful publications, electronic media and related messaging methods.

### **How? Our services menu**

We are often asked 'what exactly' we do.

We do exactly what the client's strategic and communications situation calls for. Over the years, that has included such products and services as:

- ✓ leadership of planning processes
- ✓ writing & editing
- ✓ media relations advising
- ✓ web site planning, development & writing
- ✓ production coordination for dozens of print publications – including concept, design, writing, database mailing, and management of advertising revenue
- ✓ skills development workshops, seminars and conferences

The list goes on but you get the idea.

### **What our clients say**

We ask all our clients to rate how well we have met their needs and expectations. We are proud to report that our average rating is **over 9 on a 10 point scale**.

*Some comments:*

"delighted with your work" – *Chamber of Commerce*

"excellent performance resulting in excellent products" – *health region*

"this plan captured the imagination of our community"  
– *city manager*

### **Outstanding people**

Grandview is led by award-winning writer, planner and consultant **Lorne Daniel**. Lorne has a Masters degree in Communication Studies, years of 'learning from teaching' as a college instructor, and experience in both public and private sector marketing and public relations.

We take pride in recruiting and retaining exceptional individuals: Shannon Kernaghan, Angela Unrau, Riel Suntjens, Lee-Ann Faunt, and Shannon Krushel.

### **Outstanding results**

In recent years, we have won **awards** for:  
*College alumni / community newsletter*  
*Urban downtown redevelopment plan*  
*Health region public newsletter*

**We produce real results:**

*17% increase in calls to a college recruitment line*

*18% increase in sales for leading optometry clinics*

[www.grandviewconsulting.com](http://www.grandviewconsulting.com)

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