

Creative Business Leadership.

Helping creative business leaders shape a
more beautiful business.

StevenMorris
MatterConsulting

On Being a Trusted Advisor.

Part of my purpose in life is to help businesses thrive, not just survive.

My work as a trusted advisor in brand strategy, cultural engagement, and business development is to mine, then amplify and put into action the best parts of a business and the good people that lead and work within them. I've been doing this work for over two decades. During this time, I've had the honor to work with and help evolve more than 250 brands (from Fortune 100 companies, to small businesses, to high-achieving solopreneurs) and well over 3,000 business leaders.

While that is a track-record of stats and figures, its people and teamwork that achieves results. What matters most to me is the impact I've helped to create for businesses, their leaders, and their customers—this is what I'm most proud of.

Businesses reporting back after a brand evolution program have measured business growth of 602% and one company measured the ROI effect on the work at 2,487% over a 2-year period.

One of my clients cited that they “had a hard time keeping up with product demand” (products selling 3x faster than prior to our work with them).

Another stated, “Their customer satisfaction was the highest it has ever been.”

A solopreneur reported that their income doubled in less than two years while their business services pivoted from doing rote work, to work that was much more in-line with their passion.

Still another said that they have led three national re-branding programs internally at previous companies, and the one we did for them was by far the smoothest; most well received, both internally to the culture and publicly.

And one more stated that they've “raised more money this year than they had in the last three years combined, because of our work.”

Ultimately, here's what I do for agencies.

I work with business leaders to discover what's best about your business offering and help you instill that within your market position, business planning, and culture, so you can consistently attract more of the right customers.

Ways I can help:

- **Expert positioning evaluation** so your business can stand out amongst the crowd of generalist agencies.
- **Business development and marketing benchmarking** so you know who your ideal target client is, and how to attract them.
- **Team and staffing audit** so you become a unified team ignited in your expert positioning and have the right structure, right roles, right people to achieve your business goals.
- **Leadership guidance** where I work one-on-one with business leaders to help you evolve your own leadership trajectory and strategize on the future of your business.
- **Leadership and team offsites** to hone strategic directives, so you know where you're headed, how to get there, and what success looks like.

“ **There's nothing more powerful than a united group of souls ignited in a common cause with love at the core.** – Steven Morris

Steve's work in the creative industry.

I began my career in the creative industry after earning my BFA in fine art (with minors in Psychology and Philosophy), and then MFA in Design from Temple University, Tyler School of Art. There I studied with some of the brightest minds in the industry including, Milton Glaser, Joe Scorsone, Lanny Sommese, Seymour Cwhast, Paula Scher, Raphal Olbinski, Peter Coreston (Rolling Stone), and many others.

After graduate school I worked in a variety of east coast agencies, mostly in Washington, DC before moving to San Diego in 1994 to start my own agency. Over the next 24 years I built and grew this agency. Most recently known as Mth Degree (prior to that Morris Branding) to have an international reputation for strategy that tethered the business goals of an organization to their brand and marketing expression. In 2017 I merged the marketing side of my agency with another firm so I could focus my strategy efforts on brand and business evolution programs.

During the course of this agency we were honored by the AMA as Marketer of the Year (3 times), by INC. Magazine's INC. 5000 (twice) and won more than 120 design awards.

I've been honored to speak at nearly every national and global creative and design conference including, AIGA, HOW Design Live, AMA, Creative Mornings and many others.

I've been an active member in AIGA since 1991 and served on the AIGA San Diego Board. I've also served as conference advisor for the MYOB conference and HOW Design Conference. I've judged numerous national and international design competitions. And have written for publications that include Communication Arts, HOW, STEP, AMA Journal, INC., Conscious Company Media, Retail Observer, BrandWEEK, BusinessWEEK and many other.

I'm author of *Brand Love & Loyalty* and *Humanizing Marketing*, and am working on my next book *The Beautiful Business*, which will be published in late 2020 by Conscious Capitalism Press.

I'm honored to have worked with and served so many creative business owners. We are a unique animal that requires someone who understands the challenges and opportunities of the creative industry landscape.

Since 1994 I have had the honor to serve more than 250 brands and 3,000+ business leaders. Below is a partial list of my client-partners.

SAMSUNG

Microsoft

SONY

Habitat for Humanity

San Diego Foundation

ThermoFisher SCIENTIFIC

SHARP

LG

BOYS & GIRLS CLUB OF AMERICA

Barrett Values Centre

CHARGERS

DIVX

RAZER

HUBBS SEAWORLD REEF WORLD INSTITUTE

Escondido Creek Conservancy

Disney

ResMed

Directed ELECTRONICS

UNIVERSAL TECHNICAL INSTITUTE

San Diego Seniors Community

bridgepoint EDUCATION

UNIVERSITY OF CALIFORNIA

MIRACOSTA COLLEGE

FLEET SCIENCE CENTER

CONSCIOUS COMPANY MAGAZINE

Ashford UNIVERSITY

AIGA

EC30

new balance

SIERRA CLUB

USA SPORTS

USA SPORTS

PUMA

monarch school

CONSCIOUS CAPITALISM

Jack In the BOX

Green Flash

CHUAO CHICKEN

CHOPRA CENTER

Jewish Community Foundation San Diego

2013 Marketer of the Year

LATITUDE 33

HES

MARRIOTT

SURFHOUSE

Kingston TECHNOLOGY

SD

ESPN

WORLD OF WARCRAFT

laNuCtLiUsDME

UPPER DECK

X GAMES

UNIVERSITY OF CALIFORNIA

ease interactive

BALBOA PARK CULTURAL PARTNERSHIP

MARVEL

DC

NORTHWESTERN UNIVERSITY IN QATAR

SANDAG

eagle creek

TESTIMONIALS FOR STEVEN MORRIS

“Steve is an unignorable business leader. Having known and worked with him over the years, he has always demonstrated an unique ability to lead his team, his peers and his clients. He is a one of the best business advisors I know.”

David C. Baker, Author, Advisor, ReCourses

“Steve has one of the best minds and hearts in the business. He’s a brilliant coach and advisor. Fresh, creative, thoughtful and wholehearted.”

Dorie Clark, Best-Selling Author of *Entrepreneurial You*, Speaker, HBR writer.

“You are one of the best and brightest minds in our industry. A true industry master and a really good guy. I’ve worked with and covered Steve and his industry leadership for more than two decades. He’s a popular draw at our events and always pushes creative business leaders to grow.”

Bryn Mooth, Writer, Author; Previous Editor, HOW Magazine; Conference Organizer, HOW Design Live

“Wow! You did great work with me. Thanks in part to you and our hard work together, I’ve pivoted my business into one that makes me more money doing more of what I love to do. Oh, and I got my life back.”

J. Payne, UX agency leader (25+ employees), Cincinnati, OH

Services: Strategic advisor and consultant in cultural engagement programs.

“Steve has worked with me a close advisor and guide for my businesses. He helps me see through the clutter of my organizational world and get to the heart of what matters. My business and life are better for his thoughtful guidance.”

David Matthew Prior, Executive Coach and Advisor, Columbia University, Harvard University

Services: Strategic advisor and consultant.

“Steve has the interesting mix of being a laid-back overachiever. He’s always generous with sharing his insights, valuable experience and guidance. The mastermind group was a big benefit for my business.”

R. Dietz, Owner, digital agency, Seattle

Services: Mastermind, strategic advisor and consultant.

“Simply said, it was a huge value and benefit. The mastermind was thoughtful, creative and organized. He held a great space for all of us to learn and grow. I’m looking forward to more.”

E. Hansell, Partner, creative agency, NYC

Services: Mastermind, strategic advisor and consultant.

“I love how Steve infused leadership and artistry into our work. It deepened my skills as a leader and as a creative.”

V. Pomar, Owner, 12-person marketing agency, Seattle

Services: Mastermind, strategic advisor and consultant.

“This is not your standard coaching or advising. It gets real, personal and deep. I love how Steve has infused his personal character into his work. It’s what drew me to joining his mastermind.”

G. Hamra, Owner, 10-person brand design group, Miami

Services: Mastermind, strategic advisor and consultant.

“I met Steve after his TEDx talk (The Beautiful Business). What speaks to me is his integrated approach for business and life. As a creative professional, this has always be important. Our work together helped me be better as a leader and as a strategist.”

J. Rasterbaum, Owner, brand strategy firm, Chicago

Services: Mastermind, strategic advisor and consultant.

“We’ve worked together for a year now and that work continues. He’s a trusted advisor that I turn to, to help me and my business grow.”

D. Plekhanov, Owner, motion graphics firm, San Francisco

Services: Mastermind, strategic advisor and consultant.

“He has the mind of a strategist and the heart of an artist. I learn from him in every interaction. He always challenges me to be a better version of myself.”

A. Nohre, president, 6-person design office, Washington, DC

Services: Mastermind, strategic advisor and consultant.

“Steve was the perfect fit for our Growth and Product Track during Temecula Startup Week. We invited Steve to speak on *Brand and Belonging* and how the importance of culture is essential to the growth and scale of an organization. His presentation was considered one of the best and most valued during the conference based on attendee feedback, and on the surface. I saw many of the attendees approach him for additional advice and inquiries regarding his services. Steve is a true artist, teacher, and though provoker. He left our attendees inspired and enthusiastic to take the next step in their business.”

Marlino Bitanga, Organizer, Temecula Start Up Week

Services: Keynote presentation and workshop.

“I loved the workshops and talks you have given for the Academy. You’re always so sincere and genuine—we never felt like we were being talked to.”

Kat Preston-Wager, Academy for Professional Excellence

Services: In-house keynotes and workshops; part of a brand evolution program.



“You have a genuine ability to put people at ease in a room and allow space for people with varying views. This gives our insight and innovation lots of opinions. You’re masterful at group dynamics, with a easy-going manner.”

C.S., Sr. Executive, H.G. Fenton

Services: Workshops, brand and marketing strategy, focus groups.

“I had the opportunity to interview Steven for my podcast, The Business Power Hour. WOW! Does he know his stuff!! The focus of our conversation was on corporate culture and the core values of an organization - and why they are absolutely critical for a business to be successful. Steven’s knowledge and expertise on the importance of a brand’s promise is outstanding. I can’t wait to interview him again!”

Deb Krier, Podcast host Business Power Hour, keynote speaker, consultant.

Services: podcast guest

