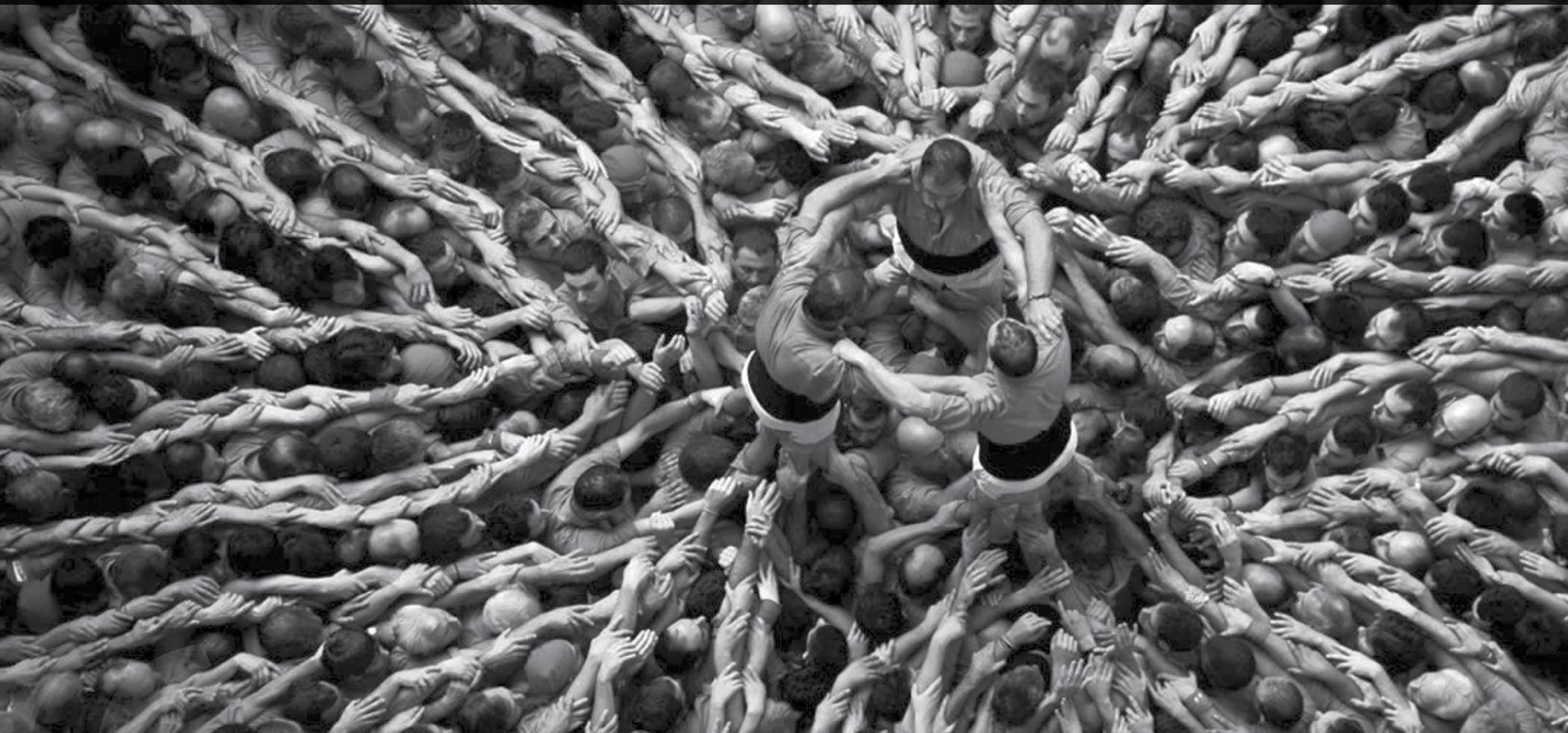


# Brand & Culture Advisory Services

Steven Morris  
Matter Consulting



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

# 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 and cultural evolution, is to cultivate, amplify, and activate the best parts of a business. **Jim Steeg, then COO of The San Diego Chargers said that “you take businesses to the next level.”**

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 is the impact and results I've helped to create for businesses, their leaders, their employees, 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 soloprenuer reported that their income doubled in less than two years while their business services evolved from doing rote work, to higher profit strategic work.**
- **Still another said that they “have led three national re-branding programs internally at previous companies, and the one Steve worked with us on 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.”**

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



## Matter Consulting Advisory Services.

I work with business leaders to harvest and activate branded-business drivers. The costs that follow are my typical fees for the services I am hired for. Much of this can be delivered remotely, but certain elements are more effectively done on-site. If travel is required it will be estimated and approved by you in advance of any fees incurred.

Brand Evolution	Individual	Brand Evolution Package
<ul style="list-style-type: none"> <li>▪ <b>Brand Perception Audit:</b> Qualitative &amp; quantitative research to identify brand perception; analyze; identify &amp; craft evolved perception opportunities.</li> </ul>	<p><b>\$6,000; 2 months</b></p>	<p><b>\$20,000; 4-5 months</b></p>
<ul style="list-style-type: none"> <li>▪ <b>Market position audit:</b> Qualitative &amp; quantitative research of current market position against top 5 competitors in a single industry; create strong &amp; defensible market position; analyze; identify ways attract more of the right customers.</li> </ul>	<p><b>\$6,000; 2 months</b></p>	
<ul style="list-style-type: none"> <li>▪ <b>Brand beliefs matrix:</b> Work with business leaders to identify &amp; harvest core branded-business beliefs (purpose, persona, vision, promise); craft an actionable messaging matrix to activate the business beliefs in the culture and brand.</li> </ul>	<p><b>\$9,000; 2 months</b></p>	
<ul style="list-style-type: none"> <li>▪ <b>Values audit:</b> Analyze the actionability of current values (if any) or identify core values of the business; Cultivate values stories; craft core values in the brand vernacular; activation plan for core values into the culture as an operating system.</li> </ul>	<p><b>\$8,000; 2 months</b></p>	

### Brand Expression (Strategic Creative, Design & Digital):

Working with a team of world-class creative partners I direct, oversee, and ensure the strategic design of brand expression elements. This includes brand naming, brand identity, brand guidelines, marketing messaging, websites and a full suite of brand expression elements. Costs vary depending on client need and complexity of these needs. Costs tend to range between \$10,000-\$50,000 for brand expression components creation, depending on the needs-scope.

Culture Evolution	Individual	Culture Evolution Package
<ul style="list-style-type: none"> <li>▪ <b>Culture Benchmark Audit:</b> Qualitative &amp; quantitative research to benchmark 6 key culture pillars (trust, conflict, commitment, accountability, results, and collaboration); analyze &amp; identify culture effectiveness improvement opportunities.</li> </ul>	<p><b>\$15,000; 3 months</b> (for teams up to 150 members; fees can increase for larger teams)</p>	<p><b>\$25,000; 4-5 months</b></p>
<ul style="list-style-type: none"> <li>▪ <b>Organizational Values Audit, Creation and Activation:</b> Analyze the actionability of current values (if any) or identify core values of the business; Cultivate values stories; craft core values in the brand vernacular; activation plan for core values into the culture as operating system.</li> </ul>	<p><b>\$9,000; 2 months</b></p>	
<ul style="list-style-type: none"> <li>▪ <b>Brand-Culture Beliefs Matrix:</b> Work with business leaders to identify and harvest core branded-business beliefs (purpose, persona, vision, promise); craft an actionable messaging matrix to activate the business beliefs in the culture &amp; brand.</li> </ul>	<p><b>\$9,000; 2 months</b></p>	
<ul style="list-style-type: none"> <li>▪ <b>Leadership Principles Audit:</b> Analyze the trust-based rules of engagement for the leadership team; Design &amp; apply a values-centric functional model; craft an activation plan for leadership principles into the culture.</li> </ul>	<p><b>\$6,000; 2 months</b></p>	

## Leadership Guidance & Culture Training: Individual Services

- **Team & self-awareness training:** Build team trust through self-awareness and team-awareness; in-person or remote.
- **Leadership and management team advising (coaching):** Guidance for executives, managers and managerial teams.
- **Leadership offsites:** Strategic planning and visioning, custom-designed leadership offsites.
- **Employee Prospect Journey Mapping:** Evaluate & optimize the employee journey; Key stages include: discovery, attraction, vetting, onboarding, retaining.

## Business & Marketing Strategy Guidance

	Individual
<ul style="list-style-type: none"><li>▪ <b>Business Threats Assessment (“Put Ourselves Out-of-Business” Workshop):</b> Analyze the competitive threats to the business through this hands-on workshop; evaluate &amp; devise counter-measures to protect vital business interests; prioritize actionable solutions to shore up business threats.</li></ul>	<b>\$4,000; 2-3 weeks</b>
<ul style="list-style-type: none"><li>▪ <b>Brand Position &amp; Lead Generation (For Service Firms):</b> Review &amp; analyze brand market position to make the service firm less replaceable; evaluate business development flow; devise an optimal system for predictable lead generation.</li></ul>	<b>\$8,000; 2 months</b>
<ul style="list-style-type: none"><li>▪ <b>Marketing Strategy:</b> Review &amp; analyze current marketing strategy; evaluate strategic marketing opportunities; devise an optimal marketing strategy to attract more of the right customers.</li></ul>	<b>\$12,000; 4 months</b>
<ul style="list-style-type: none"><li>▪ <b>Customer Journey Mapping:</b> Evaluate current customer journey (awareness, consideration, acquisition, service, loyalty); devise an optimal Customer Journey Map with steps, touchpoints and departmental functions to attract and retain more of the right customers.</li></ul>	<b>\$8,000; 1 month</b>
<ul style="list-style-type: none"><li>▪ <b>Advising CMO:</b> Activate my hands-on marketing expertise as an Advising CMO on a retainer basis for 3- to 6-month intervals; Ideal for small businesses who want to elevate their marketing practices for short-term intervals.</li></ul>	<b>cost varies by assignment; 3-6 months+</b>

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