

## The AcornOak Team

Let AcornOak be your one-stop outsourced sales, marketing, and business partner.

Our name says it all – we're about helping our clients grow through business strategy, brand awareness, lead generation, and creativity & innovation.

**AcornOak:** *Your Best Resource for Sales & Marketing Expertise*

This package is a strategic breather that offers a powerful mode of reflection for leaders and their teams. Knowing where your business is headed is life or death. Whether it's to evaluate your accomplishments, learn from mistakes, or validate your future direction, push the pause button with our 2-hour structured brainstorming session.

### MEET OUR TEAM OF EXPERTS



**Darcy Petry**

Client Service Expert  
Business Strategist  
Project Manager  
Product Manager  
Developer and Trainer



**Virginie Glaenzer**

Digital expert  
Marketing strategist  
Content writer  
Sales funnel creator  
Conference speaker



**Sharon Lewis**

Marketing strategist  
Marketing researcher  
Brand strategist  
Go-to-market strategist  
Content writer



**Kim Huey-Steiner**

Sales strategist  
Business strategist  
Advertising specialist  
Market researcher  
Go-to-market strategist



**Lori Schwebel**

Marketing strategist  
Product launch expert  
Market researcher  
Content writer  
Event coordinator



**Laura Silvius**

Copy-writer  
Graphic Designer  
Digital Marketer  
Project Manager  
Business developer

## A Challenging Market

### REQUIRES AN INSIDE-OUT APPROACH

With the right kind of conversation, engage in business self-reflection to clarify your current situation and priorities.

*"Follow effective action with quiet reflection. From quiet reflection will come even more effective action."*

-Peter Drucker

## Fueled by Insights

### UNVEILED THROUGH FOCUSED DISCUSSION

Our session combines a facilitated Socratic dialogue with strategic analysis to reach group decision-making by consensus, which is essential to formulate informed strategic plans and reduce internal conflict. Asking the right contemplative questions keeps personal and team reflection focused.

## The AcornOak Process

Before our meeting, we'll share a short questionnaire with key questions that will guide us to prepare for our strategic meeting. We've developed our own set of tools and techniques to stimulate productive discussion, analyze the results, and help your team make rapid progress to new visions, strategies, and plans.

For us, it's a journey of discovery to facilitate, deepen, and apply richness to your decision-making. As you agree on a path forward, we're ready to deploy strategies that achieve your desired results.

**Fee: \$995**

## Our Team Approach

### INFORMED INSIGHTS AND QUANTIFIED OUTCOMES

#### Setting the Context with Research



Before our meeting, we'll review your questionnaire responses and perform an overview of your branding, marketing, and most pressing priorities to bring into our discussion. By taking time to ask probing questions, you gain a better understanding of your emotions, strengths, weaknesses and driving factors.

#### Brainstorming & Analysis Session



A strategic 2-hour process designed to guide you from business as usual, towards strategic leadership and vertical eminence. Reflect on what's working, define cultural and process bottlenecks, check in on core value alignment across your organization, and map your path toward true north.

#### Discussion Report & Insights



You will emerge with greater clarity about the past, improved visibility into your current status, and a surer alignment of what you expect of yourself, your team, and your organization. Business self-reflection helps to build emotional awareness and identify pivots that move you beyond success, to iconic leadership.