

Our Focus

Acumen works with senior executives of emerging enterprises and mid- and micro-cap companies to develop the communications strategies essential to their success during transitional times. These events may include:

- When approaching commercialization;
- when the board of directors appoints a new president or chief executive;
- when an enterprise prepares for new or expanded product commercialization;
- when growth occurs through mergers or acquisitions; and
- when market demands require refocusing products or realigning organizations.

We collaborate with senior management teams to provide unique communications perspectives, insights and strategies that are essential to optimizing a company's position in the marketplace.



Implementation Services

Because precise execution is essential to achieving desired outcomes, Acumen can provide the talent required for successful program implementation.

- Investor Relations
- Media Relations
- Executive Support
- Marketing Communications
- Graphics Design
- Web Development
- Project Management

About Acumen

We are strategic communications experts, who have assisted Fortune 500 and smaller companies, and have a history of overcoming internal and external obstacles to attain the business goals that boards of directors and investors demand in today's unrelentingly competitive world.

Acumen Strategic Communications maintains offices in New York, Boston and Albany — and works worldwide.

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Dynamic & Successful companies

emerge and prosper when they conduct themselves based on the belief that their success is fundamentally intertwined with the interests of their key stakeholder groups.

Investors
Employees
Customers
Special Interests

We utilize four strategies in collaboration with our clients to discover the shared agendas that each enterprise has with its key stakeholders. We leverage these synergies to help managements propel their companies to new levels of innovation, productivity and competitive success.

Communications Blueprint

To realize the full benefit of their communications efforts, organizations must have a sound blueprint of desired outcomes and the methods to achieve them. Without a strategic approach, actions will be random, unfocused, counter-productive and fail to support corporate objectives.

Acumen's *Strategic Communications Blueprint* works in tandem with and in support of your Strategic Business Plan. It assures that communications efforts consistently deliver peak value by focusing on specific, well-defined goals, including:

Improving sales,
Strengthening customer relations,
Building investor confidence, and
Increasing employee performance.

Acumen's *Strategic Communications Blueprint* delivers the methods and measurements that are the hallmarks of successful corporate communications programs.

The Executive Asset

Positioning the corporation based on the capabilities of its senior management team is a primary CEO responsibility, especially during periods of emergence, management change, industry transition or marketplace turbulence.

Acumen's *CEO & Executive Positioning Strategy* helps chief executives and their senior teams define key leadership skills and practices. We position executives precisely and effectively, and arm them with compelling messages to meet the interests of specific audiences, including investors. We then target the most appropriate venues, where your team can be recognized as emblematic of your corporate assets.

We help build your executive brand with communications strategies that leverage top management's most outstanding capabilities.

Communications Asset Alignment

Multiple communications channels are commonplace in corporate infrastructures. But they can overlap and create communications inefficiencies. Organizational unit leaders may exacerbate the problem by creating their own media and "special messages." The results can be counter-productive and create:

Truncated senior management messages,
Contradictory unit objectives,
Confusion among employees,
Increased operating costs, and
Lost focus and efficiency.

Acumen's *Communications Asset Alignment* resolves these problems by creating a set of core messages and adapting them to the organization's key stakeholder groups. We then align your organization's communications vehicles to ensure they support one another and enhance corporate branding.

Influencer Engagement

Journalists, financial analysts, industry consultants and academics are powerful third-party influencers who play a significant role in building your company's reputation.

What they think and say about your company, its products, management and marketplace behavior help mold the opinions of key stakeholders.

Acumen's *Influencer Engagement* defines your key influencers, assesses their attitudes, creates an outreach strategy, and crafts a relationship management process.

We make it possible to leverage opinion leaders as champions for your company.