

# Ignite your strategic thinking

*ROI Communication launches a fresh, new formula*

The ROI Ideation Lab<sup>TM</sup> turns conventional strategic communication planning on its side. Based on our proven methodologies, this dynamic and engaging experience blends elements of science and creativity to create magic. Together, we explore your unique situation and culture, identify key challenges and discover creative solutions to help you achieve success.



*“The ROI approach to planning, execution and measurement is outstanding.”*

Allison Kleinfelter, Corporate Communications, The Hershey Company

*“ROI helped us have a focused, strategic, honest conversation about strengths and weaknesses of our internal communications function. We emerged from the planning meeting with a clear strategy for improvements.”*

Liz Sidoti, Head of US Communications, BP America Inc.

To learn more, visit [roico.com/ideationlab](http://roico.com/ideationlab) or scan



Choose from three options:

## Conversation

*1 hour, complimentary*

This session gives you a preview of our 5-step process, with a focus on your current situation.

## Experience

*4 hours*

Dynamic and collaborative, this interactive experience explores your current situation and vision of success while bringing ideas to light and defining your priorities. Using our unique technology, you will receive a comprehensive summary capturing the experience and recommendations.

## Experience + Strategic Plan

*4 to 5 hours + Strategy Development*

With this option, we go a step further and provide you with a Strategic Plan, which includes:

- Vision, objectives, strategies
- Audience identification
- High-level message map
- Recommended tactics
- Owners and deliverables
- Timeline with key milestones
- Methods and metrics for measuring success

