



CLIENT:

Propeller

Propeller engaged A.wordsmith to implement a multi-pronged strategic communications campaign to position select executives as thought leaders.

Client Description

[Propeller](#) is a management consultancy focused on helping large organizations in the energy, manufacturing, healthcare, financial services, technology and retail industries stay nimble and adaptable to an increasingly volatile business landscape. The company has received repeated accolades for growth and employee satisfaction, including recognition by Fortune Magazine as the No. 2 small workplace by Consulting Magazine as one of the 15 fastest-growing consulting firms in the U.S.

Project Description

Propeller engaged A.wordsmith to bolster awareness of its services and expertise both locally and across the western United States. In order to be successful in this endeavor, A.wordsmith implemented a multi-pronged strategic communications campaign designed to position select executives as thought leaders by securing contributed articles, speaking engagements and expert commentary in relevant industry, vertical and business media, as well as creating thoughtware content (e.g. blogs, whitepapers and case studies) for amplification across the company's owned channels. As part of this initiative, A.wordsmith defined the thought leadership platform each executive would champion in alignment with their personal passions and unique areas of expertise, ranging from entrepreneurship, leadership and change management to design thinking, organizational transformation, technological disruption, the business of consulting and other industry-specific dynamics and evolutions. A.wordsmith also reimagined the company's approach to new hire bios, creating more than 100 bios that effectively brought each consultant's personality and experience to life for current and prospective clients.

Key Results

As a result of our strategic communications campaign, we drafted and secured multiple contributed stories, including:

- **Chief Executive:** [Bet small and bet often to manage risk](#)
- **Healthcare Business Today:** [Converting purpose into performance: Drive ROI and focus amid industry disruption](#)
- **American City Business Journals:** [How to cultivate and capitalize on diversity of thought in the workplace](#)
- **POWER magazine:** [Thrive amid industry disruption with a values-based strategy](#)