



CLIENT:

## Propeller

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Propeller engaged A.wordsmith to implement a thought leadership PR campaign centered on contributed media placements and thought-ware content creation.

## Client Description

Propeller is a people-focused management consultancy that helps leading organizations thrive in change. Their team of seasoned consultants, strategists, builders, and doers have an unyielding passion for the pursuit of unraveling complex challenges, delivering impact-driven solutions, and creating lasting progress. The organization has offices in Portland, San Francisco, Denver, Minneapolis and Dallas.

## Project Description

Propeller entered a new chapter of growth and innovation, making strategic investments to bolster its vertical expertise and identify opportunities for differentiation. As part of that, the company engaged A.wordsmith to implement a thought leadership PR campaign centered on contributed media placements and thought-ware content creation. This program was designed to build awareness of Propeller's services and expertise on a national stage (spanning the retail, technology, healthcare, energy and utilities, public sector and HR industries) and cement their reputation as an industry leader in people and change, experience design, data and analytics, and technology transformation. A.wordsmith interviewed senior executives and defined the thought leadership platform each would champion in alignment with their personal passions and unique areas of expertise, ranging from change management, leadership development, workforce engagement, and technology transformation.

A.wordsmith was responsible for storyline development, media pitching and management and writing the bylined articles that were ultimately published.

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## Key Results:

- [NonProfit Pro](#): Cultivating High-Performance Culture Amid the 'Great Exhaustion'
- [TechSpective](#): Managing Change When it's the Only Constant
- [Healthcare IT Today](#): How to Overcome the Cumulative Effects of Change
- [The AI Journal](#): How to Make the Most of AI to Manage Change
- [Total Retail](#): Reinventing Inventory Management in the Post-Pandemic Era
- [Chain Store Age](#): Why You Need a War Room for Post-Pandemic Inventory Management
- [HR Executive](#): Beyond a Project Management Office: Why Transformation Offices Are the Future
- [HR Daily Advisor](#): How Change-Ready is Your Organization
- [Retail TouchPoints](#): Determining the ROI of Change
- [Management Today](#): Five Steps to Connect Strategy to Operations
- [HR Excellence Magazines](#): How to Get Started with Skills-Based Hiring
- [Inside AI News](#): How to Balance Top-Down Decision Making and Bottom-Up Innovation for Enterprise AI Adoption
- [AI Business](#): How to Use AI to Enable, Not Just Provoke Change