

UNCERTAINTY  
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WE GET THAT.

YOU NEED TO MAKE MONEY.  
WE REALLY GET THAT.  
SO WHAT SHOULD YOU DO NOW?  
GET A SURE THING.

No matter your mission, join our family of clients who have increased market share, enhanced brand reputation, and drastically grown the bottom line after implementing our strategic recommendations.

Get Gallagher Consulting Group.



**GALLAGHER**  
Consulting Group, Inc.

Inspiring The Bottom Line.

# WE KNOW THAT YOU ARE OPERATING IN A WORLD OF UNCERTAINTY...

...the market is volatile  
...consumer behavior is whimsical  
...the economy is unpredictable  
...demographics are shifting.

If you do nothing, one thing is  
certain – you will lose.

You CAN win!

## HERE'S HOW:

### Get a plan.

If customers, members, employees and  
shareholders know where you are going,  
they will stay with you. If not, they will  
run for the hills.

### Get real.

Measure the return on investment (ROI)  
of everything you do, from your staffing  
costs to the brand of coffee you buy.

### Get buy-in.

No one succeeds alone. No one.

### Get naked.

Transparency is here to stay. Employees  
crave it, investors admire it and  
consumers demand it.

### Get connected.

No matter what the economic climate,  
relationships will always be the most  
valuable business currency.

### Get the scoop.

Ask for feedback. Are you still relevant?

**GET GALLAGHER  
CONSULTING GROUP.**  
We can't wait to hear from you.

#### STRATEGIC PLANNING

Strategy development  
Scenario planning  
Goal development & alignment  
Mission/Vision/Values  
Success metrics  
Talent management  
Integrated plans  
Thought leadership  
Staff analysis  
Balance scorecards  
Resource allocation  
Organizational assessments  
Planning retreats  
Growth opportunities  
Business development  
Trend tracking & analysis  
Implementation oversight  
Written plans  
Strategic counsel & consulting

#### MARKET RESEARCH

Stakeholder research  
Focus groups  
Individual interviews Opinion leader  
research  
Brand/Advertising/Message testing  
Market share analysis  
Board of directors' audit  
Ethnographic studies  
Employee/Member/Customer  
satisfaction surveys  
Public opinion polls  
Litigation support  
Best practices  
White papers  
Online surveys

#### COMMUNICATION

Message development  
Strategic positioning  
Media relations  
Communication audits  
B2B communications  
Legislative communication  
Reputation management  
Crisis communications  
Internal communications  
Outreach programs  
Community relations  
Event management  
Fundraising support  
Media tracking & analysis  
Shareholder communications  
Collateral materials  
Spokesperson training  
Cause-related marketing  
Public education  
Association management support

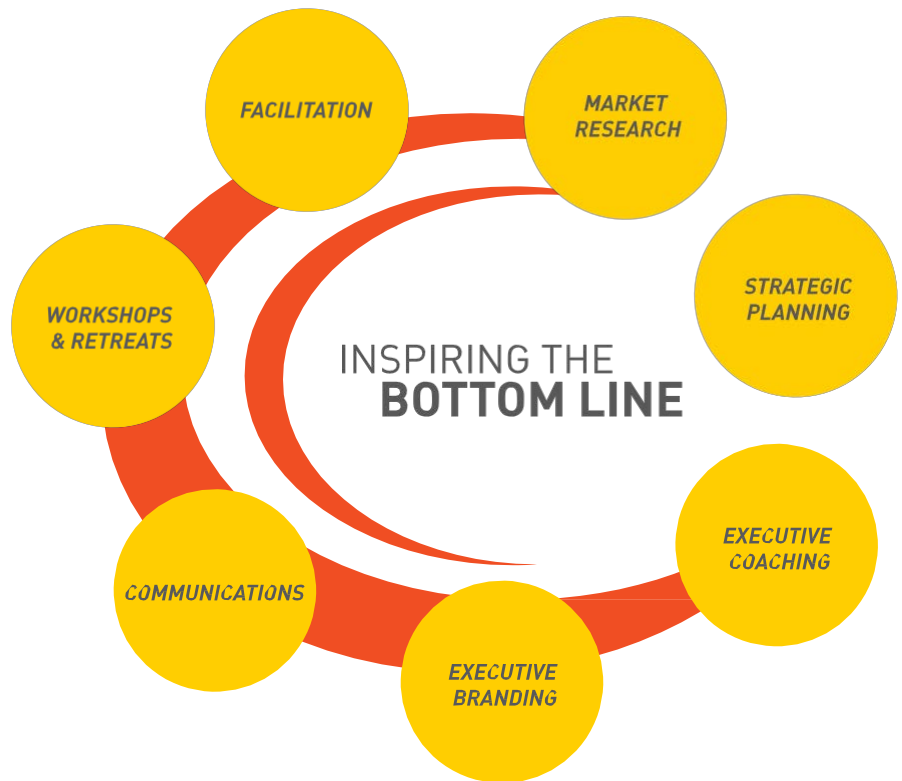
# “YOU SAY POTATO, I SAY POTAHTO.”

We all have our own way of saying things. That’s why we have created the lists below to describe our services.

Even after years and years of working with great clients, they will say, “I didn’t know you did THAT!” Well, we know why that happens. It’s because we customize our approach for each client, and only recommend what is needed.

When it comes down to it, there are two things we do – and do really well – strategy and communications.

We can speak your language. Let’s talk.



Issues management  
Editorial boards  
Opinion leader communication

## FACILITATION

Strategy sessions  
Board development  
Merger discussions  
Brainstorming  
Joint venture talks  
Revenue-generating group exercise  
Executive team off-sites  
Staff development  
Team building  
Next big idea/innovation retreat  
Visiting committees/expert panels  
Professional development

## WORKSHOPS & RETREATS

Personal branding  
Executive positioning  
Board governance training  
Leadership styles & effectiveness  
Trends & innovation  
Coaching skills for managers  
Thinking strategically  
Executive presence  
Emotional Intelligence  
Community involvement  
Team building  
Public speaker training  
Promotion and image  
Intuitive decision making  
DiSC assessment workshop

## EXECUTIVE BRANDING

Executive Positioning Plans™  
Speaker training  
Executive presence

Community involvement  
C-level communication  
Professional activities  
Presentations & speeches  
Promotional materials  
Publishing  
Board placement  
Industry awards & recognition

## EXECUTIVE COACHING

Internal coaching programs  
One-on-one coaching  
Create a coaching culture  
Leadership development  
Assessments (e.g., 360, DiSC, PIAV)  
Personal development plans  
Succession planning  
Personal goal setting and alignment  
Management skills  
Morale & workplace culture  
Post workshop-coaching

Our mission is to fulfill yours.

Owner and President, Annie Gallagher, and her team of expert consultants are ready to fulfill your mission and inspire your bottom line. So contact us and let's get moving! 614 854 9658 [info@gallagherinc.com](mailto:info@gallagherinc.com)

Before you do, we have one word of caution....FUN! While we take our work very seriously, we do not take ourselves too seriously. So not only will we be great partners in advancing your organization, but we will guarantee some levity along the way.



**Annie Gallagher**  
President

## Don't just take our word for it. Read the words that matter most, those of our clients...

Annie facilitated a strategic planning initiative with our board and staff leadership. It included an offsite planning retreat with some of the brightest and most influential leaders in the industry. With an effective and efficient focus, she guided us through a session of discussing some difficult topics that generated valuable debate. Her understanding of trade associations and skill for mediating were driving forces behind the ground we covered. We left the retreat with a clear plan of action thanks in large part to Annie. She's a brilliant facilitator and produces real results.

**Craig A. Purser**  
President & CEO  
National Beer Wholesalers Association

Bravo, Annie! You were spectacular. Your facilitation of our senior management session was extremely valuable. I appreciate the role you played to help us plan for an exciting future.

**John Barnard, MD**  
President  
The Research Institute at  
Nationwide Children's Hospital

Ann has a fantastic ability to connect with and inspire individuals. She facilitated a three-day retreat at Longwood Gardens that focused on stakeholder research. It was extremely well received, and the results will help grow and positively position our organization. I would highly recommend using her talents.

**Paul Redman**  
Executive Director  
Longwood Gardens

Ann's work with our team has been exemplary. Her strategic retreats have cemented our leadership team and given us the opportunity to focus and prioritize on creating a comprehensive vision for the future of our companies. The sessions are especially beneficial because they concentrate on the strategic items we need to address. We don't waste our time on unnecessary tasks. I would highly recommend Ann, Gallagher Consulting, and their services.

**Ronald A. Pizzuti**  
Chairman  
The Pizzuti Companies

For over 20 years, I've known Ann Gallagher and watched her build an exceptional business based on solid performance, outstanding client service and most importantly – results. Ann is a brilliant strategist and communication expert. Recently, she helped create a comprehensive plan to rollout a new political involvement program focused on better engaging our franchisees. Her ability to quickly assess a situation and provide spot-on recommendations is extraordinary. Lots of consultants promise results, but Ann always delivers.

**Mary Schell**  
SVP, Government Relations  
& Corporate Affairs  
The Wendy's Company

Gallagher Consulting was instrumental in preparing us as we geared up to extend our global reach through new retail and distribution channels. They helped set us on a new course that is leading us into the next exciting chapter of growth and expansion.

**Dan Fehrenbach**  
Chief Executive Officer  
Oasis International

Gallagher Consulting Group provided outstanding management services to our statewide coalition. Annie's diplomacy, sense of humor and tenacity helped our diverse coalition stick together. Who says you can't herd cats? Annie and her team herded us to a victory with the restoration of funds exceeding \$25 million.

**Woody Woodward**  
Executive Director  
Ohio Parks and Recreation Association

The rapidly-changing world demands that associations explore innovative ways to best serve its members. Annie facilitated candid conversations among board leaders from multiple groups. The result? We were able to secure a strong partnership that will benefit OFA for years to come. Her smarts and vision are incomparable.

**Michael V. Geary, CAE**  
Chief Executive Officer  
OFA – The Association of  
Horticulture Professionals

By expertly involving all key stakeholders, providing dynamic executive counsel and quickly understanding all the levels and nuances of the organization's activity, Ann gracefully, but aggressively, managed a critical planning process for the Foundation. I highly recommend the firm to any organization wanting stellar results.

**Rita Soronen**  
Executive Director  
Dave Thomas Foundation for Adoption



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