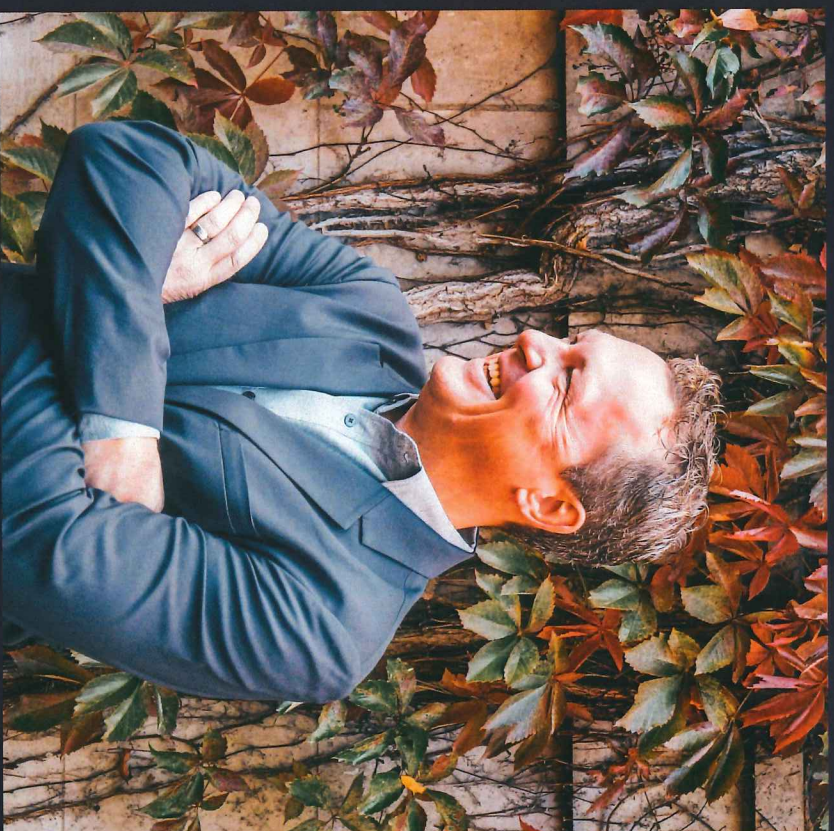


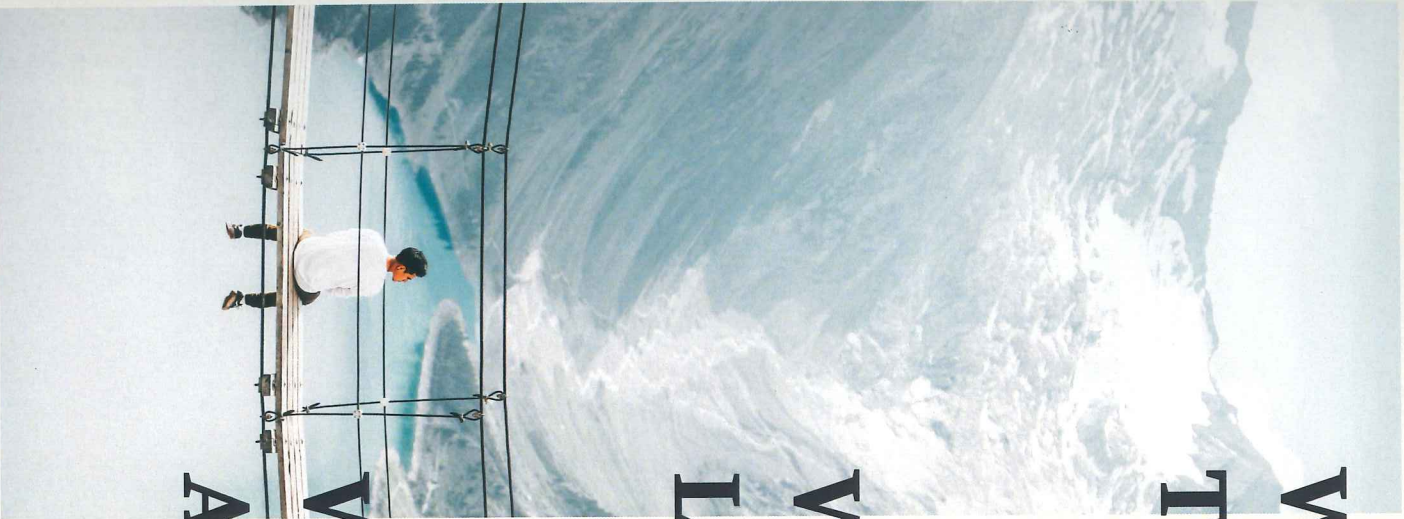
# Communities form the fabric of society.

WE FOCUS ON BUILDING  
STRONG COMMUNITIES WHERE  
FAMILIES CAN TAKE CARE OF  
THEMSELVES, WHERE BUSINESS  
CAN SUCCEED, AND WHERE  
LEADERSHIP GUIDES GROWTH.



13 Ways helps communities like yours through the development of growth strategies, speaking engagements, evaluations and assessments, leadership training, consulting services, as well as brand development and marketing strategies.

Following a successful career in politics, Doug Griffiths founded 13 Ways in 2015 and to date has helped over 500 communities across North America grow and thrive.



# We Talk

We value public engagement. It sets the tone and prepares people for the future. Our presentation, *Finding Your Pathway to Success* keys in on demographic, economic, technological, societal and value shifts creating challenges and opportunities for communities.

- Public Engagement Sessions
- Presentations For Your Community
- 13 Ways To Kill Your Community
- Everything Is About To Change
- 13 Ways To Kill Your Commerce

# We Listen

Public engagement also provides insight into a cross-section of community opinions on the opportunities and challenges that exist. And, it helps condition your community for a bold plan for the future – because without public buy-in, the best laid plans can't be implemented.

- Focus Groups
- Research
- Community Interviews

# We Assess

We look at everything, a full 360° examination of your community's economic health, the market viability of new ventures, and any gaps that may exist.

- Customized Online Assessment
- Economic Health Assessment
- Overall Community Opportunity And Gap Assessment

# We Facilitate

It's important for councillors and administration to shed old mindsets in order to see the possibilities down the road. In the end, they will be responsible for communicating and executing the new direction.

Council And

Administration Visioning

Regional

Collaboration Facilitation

# We Envision

Our strategic plan focuses on what makes your community unique, where it can grow, and how it can get there. Simple is better. Simple is stronger. These one-page documents are easy to understand and easy to use by community leaders and the public.

Strategic Community Plans

Strategic Economic  
Development Plans



# ...and We Execute

We believe in straightforward tactical planning documents that are both realistic and actionable. These are designed to move the strategic plan forward – detailing goals, guidelines, costs, responsibilities and performance measures.

Visual Step-By-Step  
Tactical Guide

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**Authentic  
Leadership is  
more valuable  
than popularity.**





## We Create Brands That Matter

Your community's brand is its identity. It's what the public sees, and more importantly it's what the public perceives. Your brand is the personality and voice that communicates your competitive advantage and defines your niche. While it may seem like marketing mumbo-jumbo, we work closely with you to eliminate any subjectivity to ensure your

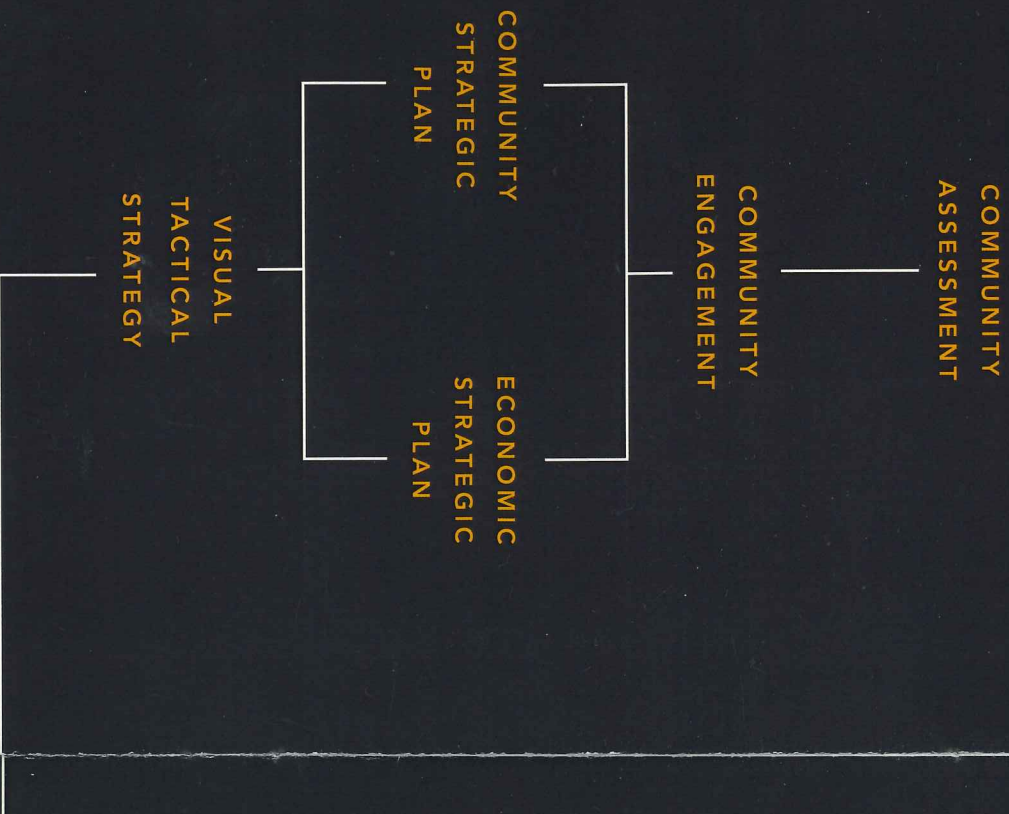
- community's worth and value is understood and reflected.
- Divergent thinking conquers old challenges.**
- Brand Research and Strategy**
- Develop Visual Direction, Identity, Branding, and Standards for Usage**
- Delivery of Final Logo Files and Identity Standards**

## We Deliver a Digital Experience

So often communities do amazing work to get ready for the future, then fail to communicate it effectively. Branding and websites are critical for modern communities. Your website should be working for you, not the other way around. In fact, we like to think of it as your best employee, always working 24/7/365.

- Website Creation**
- Target Market Segmentation and Identification**
- Marketing and Communications Strategy**

# The Pathway to Success



## Ready for the Future



# Stronger Together

We are firm believers in regional collaboration initiatives. Communities can no longer view themselves as islands, or focus on competing with their neighbours. Success depends on attracting families and businesses to the region.

To attract economic development, collaboration trumps competition. Together you can offer greater services, more infrastructure, stronger administration, competitive tax rates, and more robust economic development initiatives.

**Results are better than reports.**

