

DOTTINO CONSULTING GROUP

<image/>	CLIENT	Dottino Consulting Group, Windermere, Florida
	PROJECT	To raise the visibility of a veteran management-consulting firm prized among its existing client base for its unique ability to apply brain science to effect positive culture change on an enterprise level.
	CHALLENGE	A tale as old as time: To build its business, the firm needed to attract new clients, but its branding and messaging were woefully out of date and at odds with its otherwise sterling reputation.
	SOLUTION	Developing a cohesive branding and marketing architecture capable of distinguishing the firm at a glance from its competition – and positioning it for greater success. The first step: Taking the client through our Rapid Brand Strategy process. Step two: Implementation of a Strategic Action Plan.
	RESULTS	Applying our findings to tactics, Litos created a new brand identity, tagline, website, digital brochure, and high-impact direct mail outreach campaign, commensurate with the firm's standing and solution set.



STRATEGIC COMMUNICATION

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Dottino Consulting Group (DCG) is a unique management-consulting firm specializing in the sustainable transfer of problem-solving innovation skills to frontline workers and new frameworks of thinking and behavior to leaders and managers. This drives customer experience and employee engagement to new levels, while reducing costs and enhancing revenues.

Grass Roots Innovation™

Popularly referred to as *"The Three Day Miracle,"* GRI™ is a workshop for frontline employees and their immediate manager/supervisor to identify and eliminate barriers to customer/client experience, process inefficiency and financial performance.

Leadership Frameworks[™]

One of DCG's highest impact offerings, this workshop is focused on teaching critical leadership skills to managers/executives throughout the organization. This workshop complements Grass Roots Innovation (GRI) efforts.

Company Overview Brochure
View or download our company brochure.



WEBSITE



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CASE STUDY



OVERVIEW BROCHURE

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SIGNAT EROM THE A SOLUTI SIGNATURE SIGN SOLUTIONIS **Client: Americ** DCG SOLU SUCCESS and Publishers FILES Client: IBM DCG'S TRAIN-THE-TRAINE SIGNATURE DOTTINO IBM ACCOUNTING DIRECTOR ASCAP (the world's largest SOLUTIONS **Client: Holic** facing intense compe Rich Bannon was put in charge c ition songwriters and publishers administrative accounting work DCG HELPS HOLIDAY and contractors. There was a go productivity at a time where jus FROM THE Client: Con Edison • New York, NY Tony Dottino had a bac Challenges DCG SUCCESS his comments on a cus Competition was intense. Tra GROUND ZERO, SEPTEMBER 11TH the Holiday Inn anothe GROUND ZERO, SEPTEMBER 11TH Con Edison Workers Turn On the Rower in Record Time Environmental and Safety Issues Faced Workers Responding to the 911 Terrorist Attack FILES The key issue was increasing Challenges expense). The lower ASCAP DOTTINO Employee morale and engageme Communication across funct On Tussday September 11 th, immediately following the collopse of the World Trade Center forward, Con Editors of New York's EHS Department commende a fear of company environment, health, and safety organistic to delive a and address two affectively deal with the potential environmental and safety issues facing employees who would The management team was not a Challenges Frontline staff was reluctant t Staff didn't have the necessary pr · COO sought a quality prog Hotel had low custome University of the second secon increasing fear and anxiety amp and empower the frontline Staff had poor morale. With an urgency to fixing immer wrong was somebody e leading to creating new problem Signature Solutions • The rooms were old an The organization was encumber • The combination of a ASCAP's COO engaged to Marshall Tarley, then ASC# market share Signature Solutions Train-the-Trainer Program; • The city was in a reces Bannon deployed DCG's Lea with a strategy for moving for of each leader, identified ner front line, and developed a j Tony Dottino and Marshal The leadership team h · Applying progmatic uses workers and change the c Consideration Correlective power to Lower Manhottan as soon as possible. Estimates to restore power to ground sere onea ranged into monoside, combussible gas, hydragen subde, avgen, note, and Tarley led multiple GRI[™] Ger electric power to Lower Manhattan as soon as possible. Estimates to restore power to ground service and a state the measurements of advertice, respirable dust, control and dust, control advertice, respirable dust, control advertice, adv By utilizing DCG's Grass Ro DCG conducted Led creativity and innovation Al Hompk is now a vice president with Domino Consulting DCG assessed the a departmental boundaries, s GRI[™] teams launched c volatile organic compounds at various work locations and share this information with government opencies Determine the level of protection needed to assure the solely of Con Edison employees and their contractors working in the area to re-establish electric; gas and seam sorkce leaders of change rather th Leadership identified COO assigned Director Metrics were evaluated an Through the GRI was Helped reposition the second se Results Results Signature Solutions Annual operating experience Strategies and managements CCG had introduced Mind Mapping Into Con Educan and trained hundreds of their executives, managers and staft Con Educan used Mind Maps to plan every aspect of their project Results • More than 1,000 hours r Skills became embedde necessary long-term cha The GRI methodology · Within 18 months The reporting of executi Can Edition used Mind Maps to plan every aspect of their project Can Editor's Chemistry Lab was placed on a 24.7 schedule to support this work Shrwann ever waterda small-down for-device same and in the device same and analysis GRI™ teams began to from 25th to 8th v Rich's organization was as needed, to analyze n Editor's Chamistry Lob was placed on a 24-7 schadule to support this work were and vehicle wash-down facilities were set up in the work area and medical vans were moved into the area to support respirator protection effort Increased occupation featured on front cover · Results were so impre in the region the respirator protection effort • Additional respirators and personal protective equipment was procured to meet the needs of the many additional workers coming into the area Future leaders of the o · Due to the hotel' Multi-Grammy and Te outstanding achieve of new people to and backstage meeting coming into the area * Numerous safety tours and inspections were conducted to encourage individuals to use good work practices Hotel leadership room. The hotel you visited your Results Staff members a Electric service to lower Manhatan was restored within one wee Electric service to lower Manhatran was restored within one week Con Editon workers were appropriately manifered and provided with personal protective equipment i non sem hants eleve have been reduced due to monorive measures taken by the Company Con Edison workers were appropriately monitored and provided with personal protective equips Long term health effects have been reduced due to proactive measures taken by the Company

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HIGH-IMPACT DIRECT MAIL PROGRAM: 1ST IN A SERIES OF 3 STRATEGIC COMMUNICATION

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1ST IN A SERIES OF 3: INTERIOR 3D COMPONENTS

TO PERFORM WHILE YOU TRANSFORM, JUST ADD DOTTINO.

CONVENTIONAL WISDOM TELLS US THAT TRANSFORMING YOUR ORGANIZATION WHILE YOU'RE JUGGLING A MYRIAD OF CHALLENGES DAY-TO-DAY IS VIRTUALLY IMPOSSIBLE. YET, WHEN ENTRUSTED TO THE EXPERTS OF THE DOTTINO CONSULTING GROUP, IT IS NOT ONLY ENTIRELY ACHIEVABLE; IT IS LIBERATING, POWERFUL – AND PROFITABLE.

WE ARE A HIGHLY EXPERIENCED MANAGEMENT CONSULTING FIRM UNIQUE IN OUR APPROACH. WE WORK CLOSELY WITH CLIENTS TO ACHIEVE AN ALCHEMY THAT TURNS APATHY INTO ENERGY, EMPLOYEES INTO CHAMPIONS, AND HELPS ORGANIZATIONS LIKE YOURS RUN MORE EFFICIENTLY AND MORE PROFITABLY WITH BENCHMARKED RESULTS THAT GO RIGHT TO YOUR BOTTOM LINE.

TALK TO US, WE MAY NOT BE ABLE TO TRANSFORM OURSELVES INTO A CAR LIKE THIS GUY, BUT WE'LL DELIVER NOTABLE AND SUSTAINABLE RESULTS WHEN THE RUBBER MEETS THE ROAD.

TO LEARN MORE ABOUT HOW WE CAN HELP YOU ACHIEVE GREATER SUCCESS, CALL MO BELLIO AT 954-557-6098, OR VISIT US ONLINE AT DOTTINOCONSULTING.COM.







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CASE STUDY

13538 Carroway St. Windermere, FL 34786

HIGH-IMPACT POSTCARD: 2ND IN A SERIES OF 3

WHY DOTTINO? BECAUSE THE NEXT LEVEL AWAITS. GET READY.

ONCE YOU ENGAGE THE DOTTINO CONSULTING GROUP TO FACILITA TRANSFORMATION, POSITIVE OUTCOMES - AS YOU DEFINE THEM.

FROM THE FRONTLINE TO THE EXECUTIVE SUITE, OUR APPROACH IS SINGUL KNOWLEDGE AND INJECT CONFIDENCE INTO EACH AND EVERY INDIVIDUAL WE BLEND THE LATEST RESEARCH WITH TIME-TESTED PROCESS IMPROVE REAL-LIFE BUSINESS CHALLENGES WITHIN YOUR ORGANIZATION, THIS APP REVENUE ENHANCEMENTS AND AN ENGAGED AND EXCITED WORKFORCE -UNPRECEDENTED RESULTS.

PLAY THE HERO CARD.

FIND OUT MORE ABOUT DOTTINO CONSULTING GROUP BY CALLING MO BELLIO AT 959-557-6090 OR VISITING US ONLINE AT DOTTINOCONSULTING.COM. OUR APPROACH TO YOUR TRANSFORMATION WON'T GIVE YOU SUPERPOWERS. YOU'LL JUST FEEL THAT WAY. tog strategic communication

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THE ANSWER IS GRASS ROOTS INNOVATION™ INSPIRE YOUR EMPLOYEES, DRIVE UP REVENUE AND SIGNIFICANTLY REDUCE COSTS FOR YOUR ORGANIZATION.

GOOD THINGS HAPPEN WHEN YOU EMPOWER YOUR FRONT LINE EI BETTER THINGS HAPPEN WHEN YOU SIGN THEM UP FOR GRASS R A SIGNATURE WORKSHOP OF THE DOTTINO CONSULTING GROUP.

GRI HAS YOUR WORK TEAMS TAKE ON REAL BUSINESS CHALLENGES IN YOUR IMMEDIATE IMPACT. WORKERS AND MANAGERS OBTAIN SKILLS TO ANALYZE THEIR FINDINGS TO SENIOR EXECUTIVES. ENGAGING THE WORKFORCE IN THI AND REMOVES BARRIERS TO CUSTOMER EXPERIENCE AND FINANCIAL PERF INTO THE WORKFORCE TO CHANGE BOTH THINKING AND BEHAVIOR, AND DR THIS CULTURAL CHANGE IS SUSTAINED OVER TIME TO DELIVER MULTIPLE A

EMPOWER TODAY.

YOU OWE IT TO YOURSELF AND YOUR ORGANIZATION TO LEARN MORE ABOUT GRASS ROOTS INNOVATION AND DOTTINO CONSULTING GROUP, CALL MO BELLIO AT 954-557-6098 OR VISIT US ONLINE AT DOTTINOCONSULTING.COM.



HOW TO EMPOWER YOUR FRONTLINE TO ENERGIZE YOUR BOTTOM LINE.

HIGH-IMPACT POSTCARD: 3RD IN A SERIES OF 3