



Define

Plan

Launch

3.2.1 'Plan' Services

- Strategic Planning
- Product & Service Line Planning
- Marketing & Sales Strategy
- Concepting & Naming
- Cross-Functional Team Facilitation
- Customer & Employee Research
- Process Improvement
- Transition Planning
- Merger/Acquisition Planning
- Crisis Management

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Forging a path between what's now and what's next.

How the team moves from concept to reality is critical, yet is often a weak link. No wonder: implementations—new products, corporate mergers, strategic plans, organizational visioning—are complex.

This is a place where 3.2.1 and our processes shine. **We roll up our sleeves and jump in with our client teams**, in the challenging but critical work of finalizing goals, establishing strategic pathways and clarifying both do-ability and accountability. From strategic planning to culture development, corporate communications to transition planning, 3.2.1 is ready to help.



The facilitated advantage.

Effective facilitation is at the center of all of 3.2.1's work, as we believe in the power of a clear, concise plan created by the team itself. Our role is to serve as a listener, observer, guide and catalyst for more effective collaboration.

The result is a plan that will live and breathe as a guide for action. To do so we rely on both hard and soft skills—drawing out collective expertise, channeling conflict and reaching powerful consensus.

Starting well. Finishing better.

We engage with our clients at any point within the planning cycle, picking up where research or other processes may have left off. While becoming versed in your culture, operations, customers, markets and products, it's also important we understand and help you integrate legacy—both organizational history and past success in planning.

From here, **we help you set a solid framework for a successful future.**

"In working with 3.2.1, we were able to gain a different perspective on what we do and how we're perceived. We were pigeon-holing ourselves to look and act like a traditional company, which we are not. 3.2.1 helped us see through the grime on our gorilla glass. **The results of our work have been very practical and powerful.**"

— Sr. VP, IT Consulting & Mobile Development Company

Full ignition requires a spark.

Surprisingly, a potential downside of both planning and team collaboration is that their intentionality can stifle breakthrough creativity and nimble execution. If this is true for your team, 3.2.1 can help, using a process we call Spark™.

Spark helps teams with database-driven yet engaging idea generation, development and sorting/prioritization. This includes customizable decision criteria and power-balancing techniques to help draw out your team's best work.

The Spark process is woven into most of 3.2.1's work, and into planning in particular.



Spark™