

RESULT DRIVERS

BRAND BOOK

SOMETHING TO PROVE

BEAUTY IN COMPLEXITY



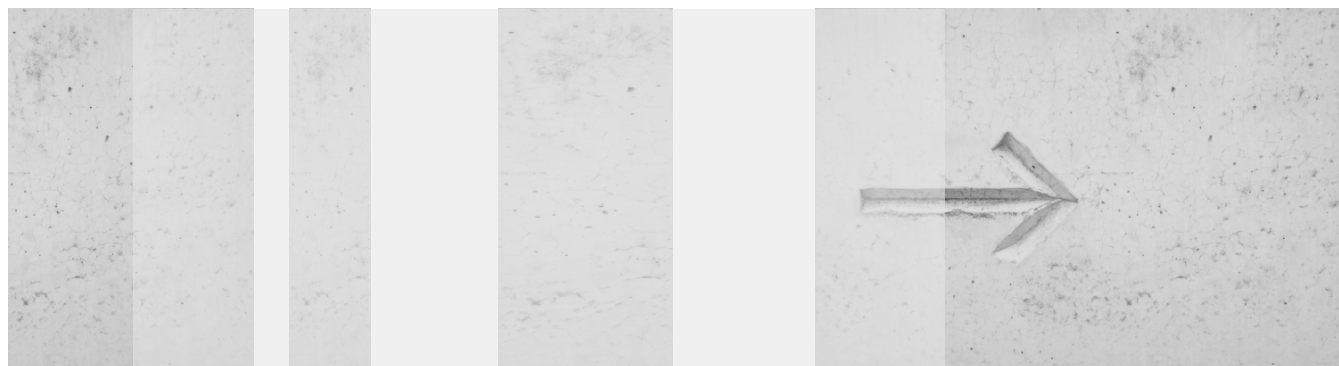
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RESULT
DRIVERS
A Nielsen Co.

SOMETHING TO PROVE





RACHEL YOUNG-NIELSEN

FOUNDER & CHIEF DRIVER

Rachel created a movement with her “results matter” mentality. Fascinated by ideas, and inspired by the future, Rachel turns anyone's vision in to a reality. As an expert in experience marketing, change management, alignment advantage and organizational growth, she is versatile in her approach and her guidance.

Rachel is inspired by people and experiences, which often sparks the creative solutions her clients seek.



TYLER EVANCIC

DIRECTOR OF DIRECTION

Tyler makes no excuses when he wins. Hard work, common sense and result-oriented thinking are his weapons of choice. No stranger to providing a high-level of service in a fast-paced environment, Tyler uses his customer-centric thinking to evaluate and determine the best course of action for the company.

Tyler's best quality is his ability to take psychological ownership of the objectives. Committed to stable values while finding energy in new challenges, Tyler is incredibly compelled to win – and uses a positive role modeling approach to ignite his teams. His fresh outlook, easy going, professional and cut-to-the-chase approach are in-line with the deeply rooted belief at Result Drivers.



STEPHANIE KOWALL

CHIEF RESULTS OFFICER

Stephanie awakes the soul of an organization. Energetic, trusted, and a detail-oriented strategic solutions provider with an outstanding history of client satisfaction and successful project management across a variety of industries.

The thread that seems to tie Stephanie's work together over the years is her desire to provide for others whether it's through her keen ability to analyze business strategy or develop creative solutions to improve efficiency. Her mindset is always facing outward thinking of best ways to improve someone else's experience in their work as well as life.

SD

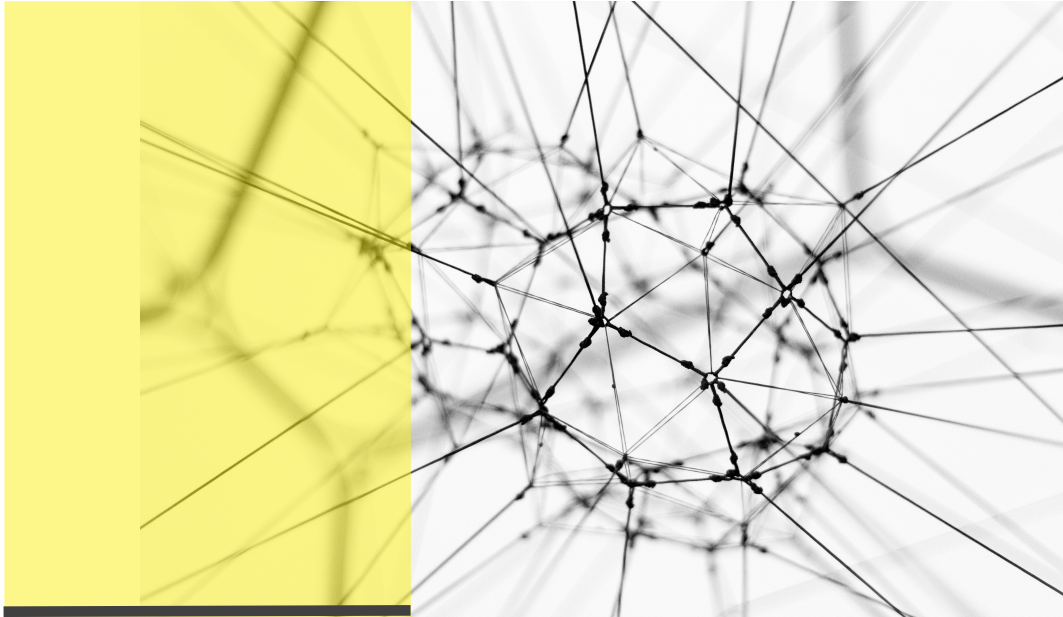


YOU



SOMETHING TO PROVE





Result Drivers genuinely pursues an in-depth understanding of our customer's needs and people. That relationship is where alignment is born, and where our clients' business strategies become the catalyst for superior outcomes.

Our skills and methods resonate with visionaries, project managers, and vendors. The output clearly guides each phase of a project with context and accountability.

TAKE THE ANXIETY OUT OF EXECUTION.

GETTING ORGANIZATIONAL RESULTS RIGHT.

A PARTNER FOCUSED ON YOU, FORMING STRUCTURE
AROUND YOUR RESULTS.





WE BELIEVE

POWERFUL
RESULTS HAVE AN
IMPACT INSIDE
AND OUTSIDE AN
ORGANIZATION.

WE UNITE TEAMS AROUND
THEIR PURPOSE, WITH A
SINGLE UNAMBIGUOUS
STRUCTURE AND STRATEGY.

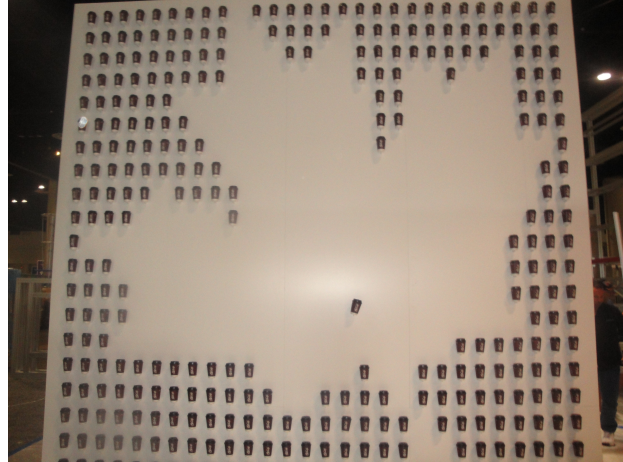
METHODS MATTER

RESULT DRIVERS



RESULTS

WATER





It's not the
time you
spend, but
the results
you produce.

Think first,
plan second,
execute
third.

Prepare your
plan, but be
ready to
change it.

PROTECT AT ALL COSTS

RESULT DRIVERS

GET WHAT YOU WANT

WE HAVE SOMETHING TO PROVE

MANY ORGANIZATIONS — ESPECIALLY BIG, COMPLEX ONES STRUGGLE TO GET THE RESULTS THEY PLAN FOR AND NEED.

ENTER RESULT DRIVERS. WE ARE BOLD AND HELP CREATE THE PLAN TO DELIVER YOUR DESIRED OUTCOME.

01

GREAT RESULTS REFOCUS A TEAM

WE STRIP AWAY DISTRACTIONS AND HONE IN ON WHAT MATTERS MOST - WE SHOW CLARITY AND VISION;

AND, IF IMPLEMENTED PROPERLY, THE REVERBERATIONS WILL BE FELT FAR OUTSIDE THE ORGANIZATION.

02

RESULT DRIVERS CAN TAKE MANY FORMS

FROM THE BRIEF SPARK THAT INJECTS A BOLT OF ELECTRICITY INTO THE ORGANIZATION,

TO A TRUSTED PARTNERSHIP THAT FUELS ONGOING ACTION.

03



A wide-angle photograph of a grand, historic train station interior. The space is characterized by its high, vaulted ceilings and large, arched windows that allow natural light to filter in. In the center, a large, ornate clock is mounted on a circular platform. The floor is polished and reflects the light. Numerous people are seen walking through the station, some carrying luggage, creating a sense of movement and activity. The overall atmosphere is one of a well-used, iconic public space.

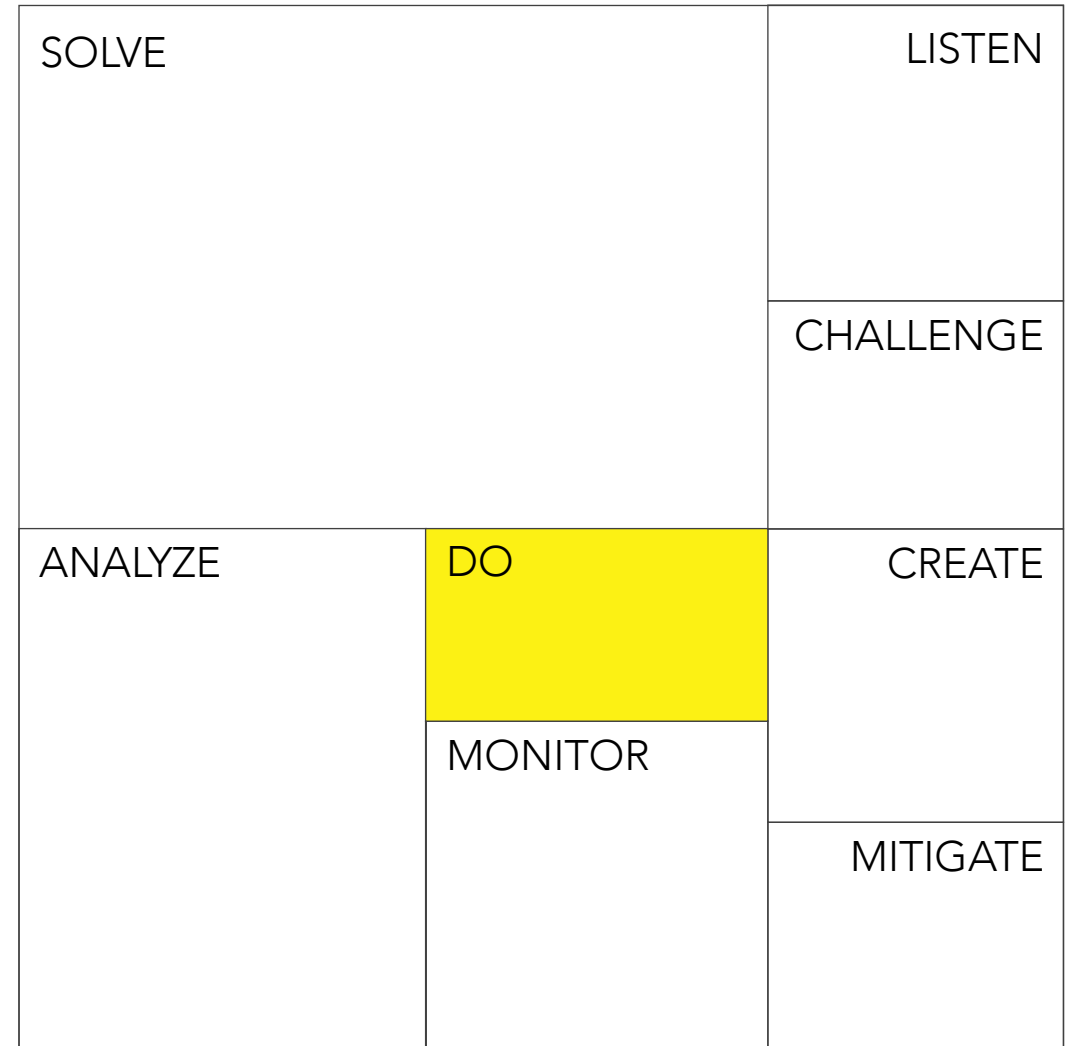
BEFORE DO.

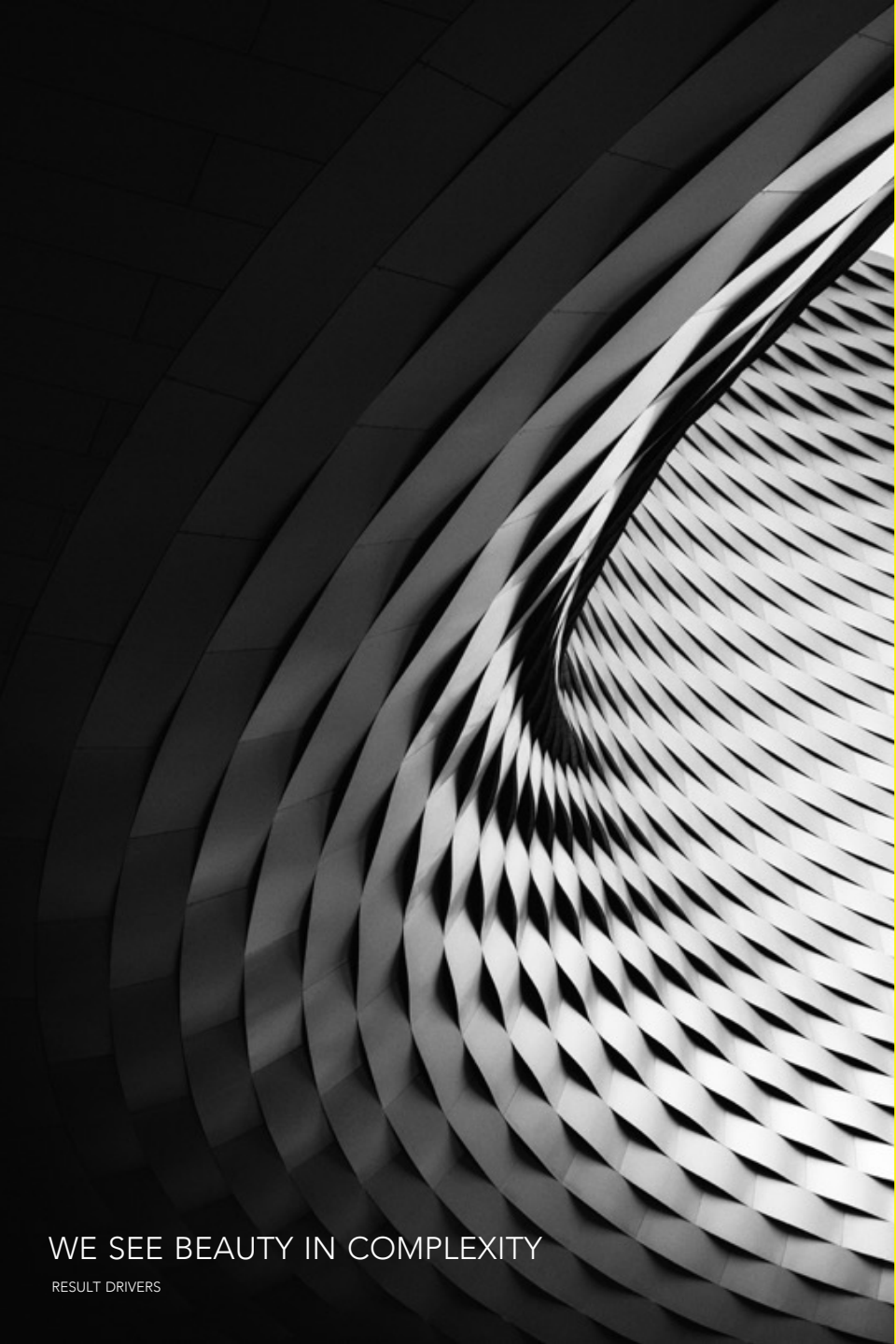
WE ARE DISCIPLINED CRITICAL THINKERS

CONTROL YOUR MESSAGE

INFLUENCE YOUR AUDIENCE

FOCUS ON THE OUTCOME





WE SEE BEAUTY IN COMPLEXITY

RESULT DRIVERS

WE REFLECT YOUR PURPOSE

WE ACTIVATE AROUND YOUR BELIEFS, YOUR GOALS, YOUR VISION AND YOUR VALUES. WE'RE GENUINE, PRINCIPLED, STRAIGHTFORWARD AND SINCERE. OUR APPROACH IS AS POWERFUL AS IT IS AUTHENTIC.

WE SHATTER EXPECTATIONS

WE ARE CREATIVE AND SURPRISING. WE CREATE TENSION, JEOPARDY AND ULTIMATELY, EXCITEMENT. PEOPLE NOTICE BECAUSE WE BREAK THE RULES. ORGANIZATIONS ARE SUPPOSED TO BE DISORGANIZED. THINK ABOUT WHAT ASSUMPTIONS MAY INADVERTENTLY BE DEFINING YOU. THEN, LET RESULT DRIVERS INSPIRE YOU TO REWRITE YOUR OWN RULES.

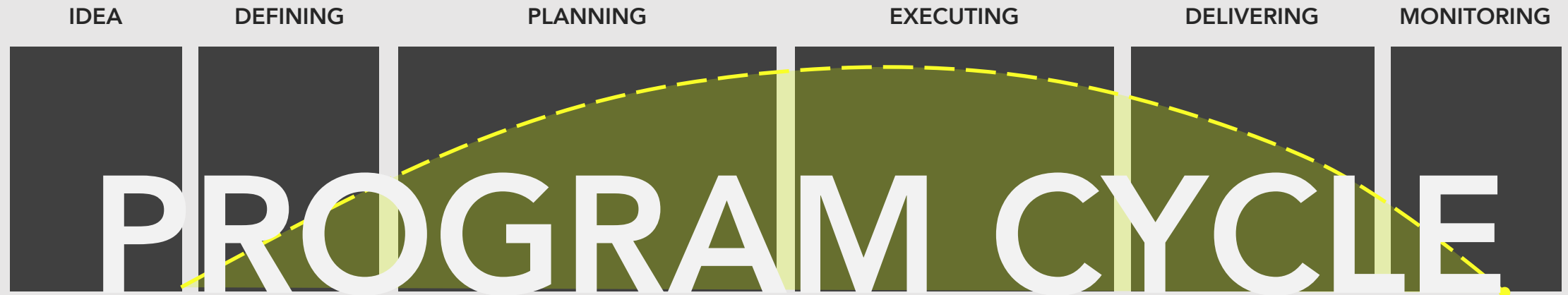
ALIGNMENT SHOWS YOU'RE SERIOUS

PROVE YOU'RE COMMITTED. USE FORM TO IMPOSE ORDER, AND CREATE A POINT OF NO RETURN.

IT'S NOT FOR EVERYBODY

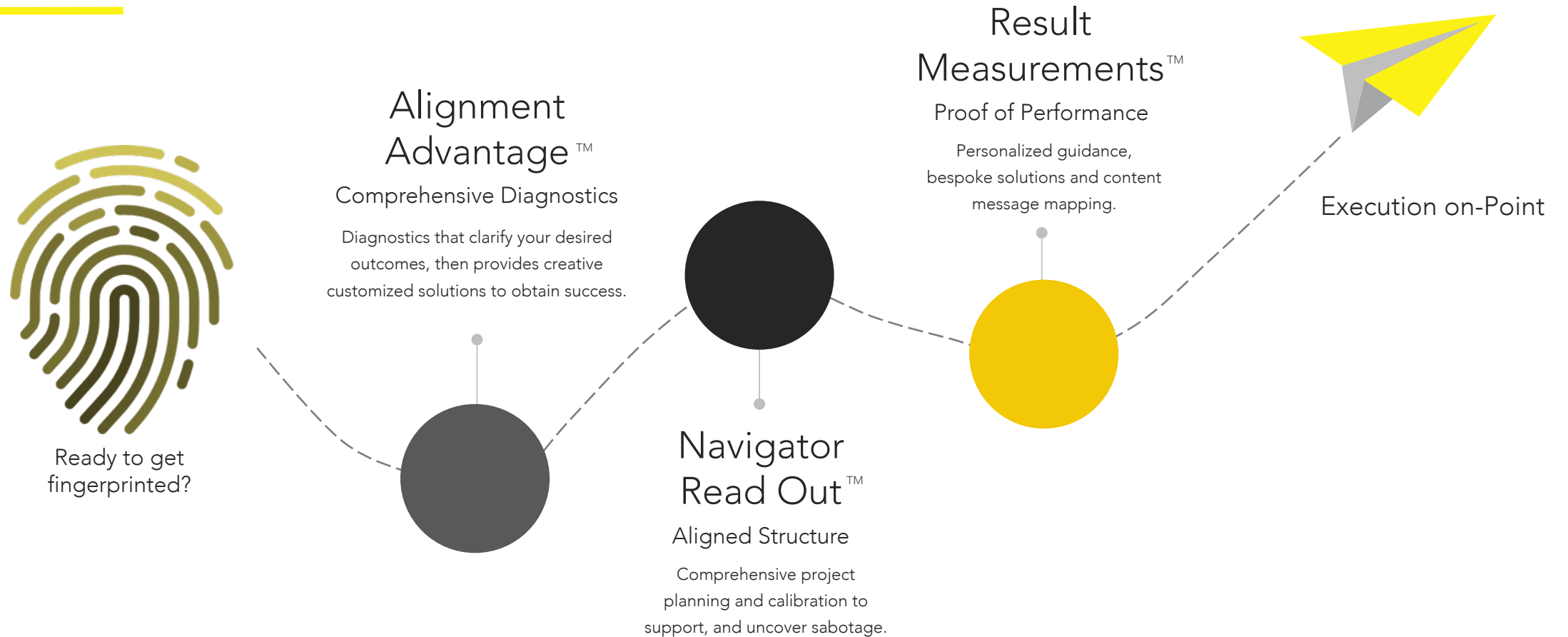
CHANGE IS FOR THE BRAVE. THAT'S BECAUSE IT REQUIRES PUTTING A STAKE IN THE GROUND — AND THEN TYING A GIANT FLAG TO THAT STAKE FOR THE ENTIRE ORGANIZATION TO SEE. BOLD MOVES MAY CAUSE DISCOMFORT BUT THAT ONLY MEANS THEY'RE WORKING.

TAKE THE ANXIETY OUT OF EXECUTION



• [RESULT DRIVERS ARC OF ENGAGEMENT] •

FIND RESULTS IN UNEXPECTED PLACES.







**BEGIN
HERE**

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