

# Point B Brand-Driven Communications

## MISSION STATEMENT

**We are a team of experienced consultants, fueled by a passion for life, who are building an enduring firm by placing our clients' interests first.**

## BRAND PROMISE

**One Step Ahead**

## Our promise speaks to:

- Anticipating contingencies and client needs
- Project leadership
- Acting quickly
- Peace of mind and value-add for clients
- Never letting our guard down
- Getting you where you need to be — Point B is one step ahead

## Our promise supports:

- Experience
- Flexibility
- Looking out for the best interests of our clients, Point B, and each other
- Continually raising the bar

**pointb.**  
Where experience leads

**Great idea**  
VISION  
Our clients are passionate about what they do. We are too. We help them build and sustain the most successful and profitable businesses in their industry.

**Groundbreaking service**  
EXCITING OPPORTUNITY  
Point B is not just a consulting firm. We are a team of experienced consultants who are building an enduring firm by placing our clients' interests first.

**VALUE**  
A competitive edge for Progress. Progress is not a goal. It's a mindset. The "No Dog, No Point" service is a unique and powerful tool that helps our clients achieve their goals. It's a mindset that allows us to see the world through a different lens.

**Strategy? Good. Results? Better.**

When it comes to transforming strategy into breakthrough business results, the 360 leaders in our management consulting firm have an outstanding track record of success. And before long, we'll have a new forum for sharing our experience, ideas and perspective with you—on our new website. Stop by. Check it out. Join the conversation.



Corporate Identity, Benefits Brochure

2009 Annual Report Print and Online

## POSITIONING STATEMENT

**Point B is a management consulting firm that provides the unbiased leadership to transform our clients' strategy into reality.**

**Hey strategy, don't just sit there. Do something.**

Point B has worked with WorldCat since 2006, building a track record of success with over 50 initiatives across the International, Consumer Services, Business Unit, Consumer Services, Business Unit, Service Operations, and IT.

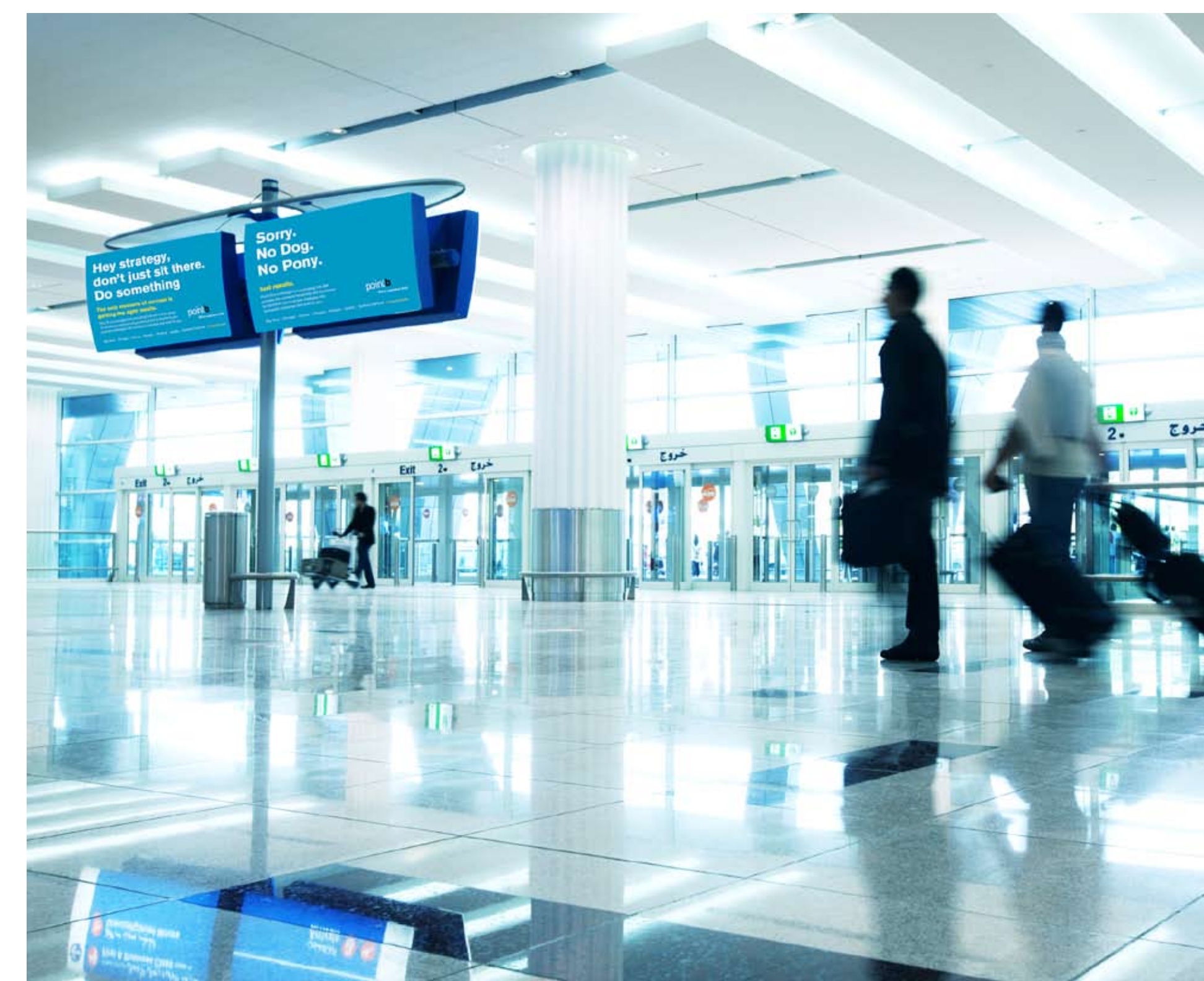
We are a management consulting firm that provides the unbiased leadership and experience to transform your business strategy into successful outcomes that work for you.

**Meeting tough challenges with tangible results.**

Our long history of results in the public sector enables us to help you navigate these changes, positioning your organization to deliver services from a more strategic vantage point.

Public Services - Point B

Our long history of results in the public sector enables us to help you navigate these changes, positioning your organization to deliver services from a more strategic vantage point.



**Need help executing your strategy?** Get results from Point B. [www.pointb.com](http://www.pointb.com)

## RECRUITING POSITIONING STATEMENT

**Take your leadership to the next level at Point B— with the wealth of opportunities to advance your career, shape the firm's future, and help clients solve their most challenging business problems.**

**Not looking for a job? Perfect.**

**That's why you should talk to us.**

**We agree with your parents. You have great potential.**

**You didn't start out looking for a job. Don't settle for one now.**

**EXPERIENCE | UNDERSTANDING | CLARITY | OBJECTIVITY | COLLECTIVE WISDOM | ADAPTABILITY | CRITICAL THINKING | VISION | INSPIRATION | INNOVATION | TRANSPARENCY | SIMPLICITY | CANDOR**

Seattle  
Denver  
Portland  
Phoenix  
Burlingame  
Chicago  
Los Angeles

Web Banner Ads: Delivery Report

**We agree with your parents. You have great potential.**

**You've always had big dreams. Unleash your inner entrepreneur.**

**You didn't start out looking for a job. Don't settle for one now.**

Collateral Business Development; Company and Industry-Targeted

Signage Business Development; Seattle, SF, Chicago, Burbank Airports

Top: Recruiting Brochure Bottom: Trade Show Booth

Print Ads, Web Banner Ads

## PERSONALITY TRAITS

**Pragmatic | Not Arrogant | Fresh | Expert | Proven | Reliable | Flexible**