



CREATE A FUTURE WITH MEANING

*Organizations that stand out in the
world stand for making a better one.*



Fathom is a growth consultancy. We help
B2B organizations have greater impact on
their world and to prosper by the process.
www.fathom.net

ORGANIZATIONS THAT LIVE BY WHAT THEY STAND FOR CAN **CHANGE THE WORLD.**

ASKING THE RIGHT QUESTIONS IS WHERE IT BEGINS.

MAKE A DIFFERENCE

Before you take on that next marketing request, find out if it will be worth your effort.

What issue are we trying to overcome?

Who are we trying to reach? What do they care about?

How will this effort make a difference?

How will we know it worked?

It's OK if at first you don't have answers to all of these questions. As you persist in asking them, you will find that your responses come more and more easily. In addition it will encourage others to think about what they are doing and why. Before long, you will find that you are spending less time on what doesn't make a difference and more on what does.

TAKE A STAND

Find out what your organization stands for by provoking a new conversation.

What would the world be like if you had a say in it?

What do you value and believe in?

What are you committed to?

What difference do you think your work makes?

Ask these questions of everyone in your company, starting with the person that sits next to you. The answers form the raw materials of a truly differentiated story that goes beyond just what you know and what you've done.

GET SUPPORT

Declaring and acting on what you stand for requires an organization to loosen its grip on what it thinks it knows and commit to exploring what a new future could look like. These journeys are filled with risk and uncertainty. (Luckily there are those, like Fathom, who have been to the top of this mountain before.) The journey is worth the effort. Organizations who take it on enjoy seeing their work have more impact on the world. As a result they experience more demand for what they do, more choice in how they spend their time, and more satisfaction in who they are. We call it relationship driven prosperity. Call us if this sounds like a challenge you would like to take on.



860.987.7591
967 Farmington Avenue
West Hartford, CT 06107
www.fathom.net