

introducing...

emHrge™



“People don’t buy what they do,
they buy why you do it.”

That statement by author and speaker Simon Sinek is well known amongst marketers. Lesser known, however, is his statement that follows: “And what you do simply proves what you believe.”

At emHrge™ we help HR solution partners, such as yourself, articulate and connect your beliefs and your purpose —*your why*— with what employers are seeking to achieve. Because, when it comes to delivering solutions designed to help organizations and their employees, **what** your solution delivers — improved individual outcomes, financial sustainability, or even simply greater peace of mind — is as important to the buyers of your services as is **why** you do it.

How do we know this? For three decades, our founder employed similar techniques—and developed a business training program around them—to generate profitable revenue, building strong, long-lasting relationships in the process.

With emHrge™, your mission is in good hands. Our firm is built on years of experience serving employers and partnering with solution providers, building long-lasting and productive relationships in the process.

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What we do, and why

emHrge consulting aspires to advance individual and community wellbeing and to improve the world of work, while helping organizations and their partners deliver meaningful value to all stakeholders. And I’m sure you do too. That’s why our firm is designed to support both employers and their supplier partners.

When you choose emHrge, you gain access to high-caliber strategic advice and technical know-how under one umbrella.

Our work begins with understanding: Your mission, vision, values, and business strategy, and how those elements inform not only your solution but how you take your solution to market. We then assess the degree to which there are any gaps or missing links between your unique why, how, and what, and how you convey that to your buyers.

Among our services are the following:

- Strategic visioning, prioritization, and roadmapping
- Insights into your solution(s) and buyers, or both
- Key message development and content review
- Pursuit process mapping and improvement
- Pursuit support from start to finish, in whatever way you need
- Skills development, through training and coaching (1:1 & group)

Let’s talk...

... and explore how we can collaborate to advance wellbeing in the workplace and beyond, and fuel our shared success.

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Visit us at www.emhrge.com.

putting Humanity at the center of all that we do.™