

We're Better Together.

Case Studies and Visuals

Better3

Transforming Business Relationships



WELCOME.

This volume illustrates several visual perspectives as well as case studies of campaigns produced by the creative team at Better3.

CREATIVE.

Our design approach is straightforward, timeless and simple. We avoid the fluff and trendy and focus on clear, precise visuals that retain the purity of the brand and message.

PERSONALITY.

Each visual communication deliverable showcases persona and energy, and structures our client's brand around their unique story and passion.

PRIORITIES.

In everything we develop for our clients, we put the customer first. All of our creative and copywriting is designed to serve the customers and prospects of our clients in addition to their marketing objectives.

Case Study:

STRATUS.

An Orlando based mobility firm hired us to help them launch a new division of concierge mobility services for private pay individuals. They needed the proper brand, voice and collateral to educate prospects of their existence and to take the new division to market.

We began by creating the company name, Stratus, which set the trajectory for the design. We completed each element of the package from copy to design to publication, including a full corporate identity, brochure, data sheets and website.

The materials we developed have provided a solid marketing foundation for Stratus, fulfilled their need to supply materials that educate prospects and resellers. Most importantly, the materials clearly convey Stratus' commitment to it's customers and have helped them make inroads to more profitable market opportunities they had not yet discovered.

Visit this client at www.stratusnow.com

Case Study:

ROY BARNES.

Roy Barnes was in need of a brand, website and corporate identity package for a new business, Blue Space Consulting.

After discovery, we advised Roy that he had two distinct audiences and value propositions. In essence, he had two businesses. He was an avid, compelling speaker and a powerful executive development and strategic alignment advisor.

As a result, we partitioned his voice in two distinct channels to support each audience and interest. One was a speaking brand, RoyABarnes.com “UNLEASHING POSSIBILITY,” and the other was Blue Space Consulting.

The redesigned website and supporting collateral helped propel Roy into speaking engagements that initiated new connections with organizations and key networks which exceeded his objectives.

Visit this client at www.royabarnes.com

RoyBarnes Opening People and Business to Unlimited Possibility
Business Hour: 9:00am - 5:00pm
321-388-6985

Home About Us News Consulting Testimonials Blog Calendar Services Contact

HOT TOPICS

Strength Orientation
In order to
Roy Barnes and president
business strategy orientation and
strong leadership by using
the high performance.

Business Development
Create and deliver customer
value. Develop customer
relationships to create customer
loyalty and retention.

Align Your Vision
How can you focus on
vision? A clear goal, take the
lead, spread of the world,
and "align" systems.

Business Change Projects
Customer service, human
resources, or other key
areas of change needed.

Remember the thrill of
Discovery
when living in the moment



VIDEOS

Watch any of the videos below or
subscribe for the videos to be e-mailed
to you.

How to Hire for Success

Customer Development

ROY BARNES SPEAKS.

And when Roy Barnes speaks, things often change, some problems, attitudes,
and lives. What's new? **FOCUS271!**

Roy Barnes is an inspirational, dynamic speaker who offers meaningful
insights into success and failure. Through personal and professional
experiences, Roy teaches valuable lessons and helps you live your dream and
achieve your goals. He understands that people want
motivation and inspiration, but they want to think about their business
operations.

Roy Barnes teaches you how to perform better—how to set
performance goals and achieve them. Design incentives that are in line with
your business goals, and the most practical approach to performance.
Roy explains how
specific performance indicators and strategic management using the Behavioral Business
model can improve your business. It all starts by having Roy Barnes speak with
you in a compelling way. Roy is an excellent speaker, and you have powerful people who
come from all over the world, and at a point, deliver the bottom line.

Have the most exciting and high-impact approach to process and performance
improvement, enhancing and achieving. Roy is a top performer in his field
in the business. Roy combines that energy and enthusiasm with a style that
will not only be successful, but also the most powerful of all: responsible.

Roy Barnes presents personal, individual business consulting services as well as
public improvement seminars for large corporations, the owners for a variety of groups,
on behalf of associations, and at various speaking at conferences.

Recent Seminars

- The art and science of Strategic Business and Change Management
- 2010 Success Strategies – Aligning Your Team with Roy Barnes
- Building a Business – Managing for Customer Design and Success
- Leadership is Your Ability to Move Change Forward
- In-Depth, Real-Action and Strategic Mentoring

Roy Barnes will show you how to align your business, increase your income, create
operational change and other. Register for Roy Barnes and sign the sign. Call
321-388-6985 today.

Roy Barnes

RoyBarnes Opening People and Business to Unlimited Possibility
Business Hour: 9:00am - 5:00pm
321-388-6985

Home About Us News Consulting Testimonials Blog Calendar Services Contact

DISCOVER

Remember the thrill of
Discovery
when living in the moment



TESTIMONIALS

Listening to Awaken
...the most powerful of all: responsible.

ad antec

Palladium

FORNOST



RoyBarnes

Roy A. Barnes
Speaker & President
Blue Space Consulting

7854 Horse Ferry
Orlando, FL 32835

321-388-6985
Roy@RoyABarnes.com

UNLEASHING POSSIBILITY

www.RoyABarnes.com

RoyBarnes

Case Study:

BLUE SPACE CONSULTING.

Blue Space needed a new brand identity, voice and web presence that would support the objectives of increasing corporate executive engagements.

We helped Blue Space differentiate by building on Roy Barnes' personal brand and experience as a highly sought after executive advisor. The tagline, "What's Possible In Your Space?" tied in with Roy's speaking website message of possibility.

We developed a brand identity and corporate package as well as a full website including video interviews of Roy and clients of Blue Space Consulting. Conducting these video recordings enabled us to simultaneously gather discovery insights about the value proposition of Blue Space as well as first hand success stories.

As a result, Blue Space Consulting is now positioned to secure engagements with better educated clients.

Visit this client at www.bluespaceconsulting.com



BLUE SPACE CONSULTING

Where do we begin?

Winning strategies begin with aligned teams. With the right alignment, you're better equipped to generate the results you want.

—Roy Barnes



Right here.

Strategic Alignment
 Business Presentation
 We've Done This
 Think for Yourself
 Decision Making and Budget
 Organizational Structure and Incentives
 The BlueSpace Way
 Operating and Maintaining
 Our Client Base
 Contact

Relassative Results that Last

BLUE SPACE
CONSULTING

BLUE SPACE CONSULTING

Creating Balance




LinkedIn | [View on LinkedIn](#)

What's Possible in Your Space?

The Four Integrated Objectives of Best Practice Leadership



The success equation is simple: maximize learning for whatever situation.

1. Building value and capacity through strategic investments
2. Building effective and flexible processes
3. Designing customer experiences that align with strategy
4. Delivering financial results for the short, mid and long term and the experience space

Think of it as the four pillars of the organization's success. Each objective is interconnected, contributing to the organization's overall success. The success equation is simple: maximize learning for whatever situation.

What's Possible in Your Space?

BLUE SPACE CONSULTING

Roy A. Barnes
President
Blue Space Consulting

7854 Horse Ferry
Orlando, FL 32835

What's Possible in Your  Space?

www.BlueSpaceConsulting.com



Case Study:

MASSACHUSETTS GENERAL HOSPITAL
CENTER FOR PERFORMANCE EXCELLENCE.

The Center for Performance Excellence is a team of expert clinicians and consultants who help health care organizations improve their performance or apply for the Malcolm Baldrige Quality Award. They are affiliated with a strong brand, Mass General, and have a solid reputation.

We conducted a team and customer discovery to reveal insights about communication, process and experience. The greater understanding helped us craft copy that conveyed the mission of CPE as well as educate prospects of the services available.

The greatest value of the engagement was achieved through the customer insights, which enabled the team to better communicate and improve their relationships. The redesigned website and supporting collateral material has enabled them to reclaim their position as a leader in Baldrige consulting.

Visit this client at www.mghcpe.org



MASSACHUSETTS GENERAL HOSPITAL
Center for Performance Excellence

Helping You Create New Standards of Performance in Health Care Excellence

Define, Deliver, and Demonstrate Excellence.

Expectations for high performance and results transparency are facts of life for health care organizations today. Elements to produce high-quality, cost-efficient services and products can only be expected to grow.

Great leaders are rising to these challenges and setting the performance standards, understanding change and improving performance for top performing strategies. Leaders need a systematic approach to operational performance improvement. MGH expert guidance from the Massachusetts General Hospital's Center for Performance Excellence (CPE) allows you to compare performance results, put your business plan in perspective in a timely, high performing system.

MGH CPE helps health care organizations to build business for the future by setting an ambitious performance plan, identifying key performance areas, leading performance success, and highlighting the performance success achieved. MGH CPE has worked with more than twenty-five organizations, providing unique solutions and strategic support for infrastructure building, performance excellence, and transformation change.

Free ASQ Webinar Series

The Flight Experience

How Others Succeed

Quick Links

- ASQ CPE, CPE, CE
- The Center of Excellence
- Client Case Studies
- MGH CPE, CPE, CE

Where it Matters Approach

Center for Performance Excellence

Partner with Seasoned Experts

Team Profiles

Committed to Lasting Partnerships.

Collaboration is at the Heart of Our Performance

As a result of our health care industry experience, we have developed a performance excellence approach that is focused on the quality of our performance, and not just on the quantity of our performance. Our approach is based on the following:

- To define a performance plan that is aligned with the organization's strategy.
- To develop a performance plan that is aligned with the organization's strategy.
- To ensure the performance plan is aligned with the organization's strategy.

Goals Met and Exceeded

MGH CPE has worked with more than twenty-five organizations, providing unique solutions and strategic support for infrastructure building, performance excellence, and transformation change.

Our Service Commitment is About Results

We provide a variety of services to help our clients achieve their goals. Our services include:

- Performance Excellence
- Client Case Studies
- Award Recognition
- Strategic Planning
- Infrastructure Development
- Operational Improvement
- Client Case Studies

Client Award Recognition

We have been recognized for our performance excellence by several industry organizations. Our awards include:

- Cambridge Quality Award (2010, 2011, 2012)
- ASQ Award for Customer Satisfaction (2010, 2011, 2012)
- ASQ Award for Operational Excellence (2010, 2011, 2012)
- ASQ Award for Financial Excellence (2010, 2011, 2012)
- ASQ Award for Environmental Excellence (2010, 2011, 2012)
- ASQ Award for Social Responsibility (2010, 2011, 2012)
- ASQ Award for Innovation (2010, 2011, 2012)
- ASQ Award for Leadership (2010, 2011, 2012)
- ASQ Award for Customer Satisfaction (2010, 2011, 2012)
- ASQ Award for Operational Excellence (2010, 2011, 2012)
- ASQ Award for Financial Excellence (2010, 2011, 2012)
- ASQ Award for Environmental Excellence (2010, 2011, 2012)
- ASQ Award for Social Responsibility (2010, 2011, 2012)
- ASQ Award for Innovation (2010, 2011, 2012)
- ASQ Award for Leadership (2010, 2011, 2012)

Trish Stoltz

Patricia C. Stoltz, Ph.D., MBA

Helping leaders make health care organizations places to work where every person feels it gives life to the very best for patients.

Helping You Create New Standards of Performance in Health Care Excellence

Center for Performance Excellence

Excellence

Case Study:

LOCAL MOTION OF BOSTON.

For 15 years Local Motion has served greater Boston with shuttle, van and bus service for schools, corporations and private party events. They hired us to redesign their website and produce collateral to support outside sales.

Discovery insights revealed customers appreciated their exceptional service and attention to detail. It also revealed that they had substantial name recognition in the market—neither being capitalizing upon.

We developed new copy and design of their website that reflected their personality, history and concierge service, focusing on events as opposed to transportation. This differentiated Local Motion from its competitors and spoke directly to the audience.

After launch, Local Motion achieved an increase of 30% in web traffic, substantial new business opportunities and better educated customers.

Visit this client at www.localmotionofboston.com



SPECIAL EVENTS

Special Events, Field Trips, Celebrations—We're Here for You

At Local Motion of Boston, we take great pride in providing the perfect transportation solution tailored specifically to your group, event or trip. We provide group transportation for fun group events such as:

- Senior Outings
- Area Attractions
- Banquets
- Work Functions
- Pro Sporting Events
- Ski Trips
- Cape Cod Vacations
- Student Field Trips
- Cultural Nights
- New York City
- Entertainment Venues



When planning your next celebration and need help to get your guests or partygoers, allow us to easily call on our expertise to provide you with a transportation solution that fits your schedule and preferences.



We'll Take Great Care...

...to Get You There.

Local Motion of Boston
Your Group Transportation Specialists



100 Boston Park Road
Boston, MA 02128
Phone: 781-535-6344
Fax: 781-535-6344
www.localmotionofboston.com



Local Motion of Boston: Your Group Transportation Specialists

Local Motion of Boston has provided quality transportation to groups ranging from 3 to 1,000+ people for over 30 years. We are a professional transportation company serving Boston, New England and parts beyond. Our fleet includes 120 passenger level coaches from 12 passenger vans to 50-passenger motor coaches, 100+ 12-15 passenger motor coaches, and 100+ 12-passenger school buses.

- All Vehicles are DOT-compliant
- Professional Drivers
- Punctual
- Price

See it all



Do it all

- Low-profile vehicles
- GPS tracking

Local Motion of Boston is a professional transportation company serving Boston, New England and parts beyond. Our fleet includes 120 passenger level coaches from 12 passenger vans to 50-passenger motor coaches, 100+ 12-15 passenger motor coaches, and 100+ 12-passenger school buses.

LOCAL MOTION OF BOSTON 781-535-6344

Case Study:

ED BARROWS.

Ed Barrows hired us to redesign his web presence and help him create push marketing campaigns for his clients and prospects to grow his fledgling strategic services consultancy.

After several conversations, we advised Ed that his focus should be on coaching and performance, areas where his passion and strengths came to life.

We drafted new copy and designed a scalable website that supported educational content as well as promoted Ed's teaching and consulting services. We also designed the *Planning through Performance* logo, and helped develop a brand around his strategic management content.

Ed's business is up 200%. He met his annual revenue goals within the first six months of the year. His newsletter has 500 new subscribers in three months, and his site has 7,000+ hits per month and growing.

Visit this client at www.edbarrows.com

Planning through PerformanceSM

edbarrows
508.400.1774

Ed Barrows Coaches Top Teams In:

- Strategic Decision-Making
- Decision-Making Improvement
- Strategy Review Meeting Management

Subscribe to Ed's Interactive PTP e-Newsletters

Working with Ed

Strategy + Performance Coaching For Top Teams
Ed Barrows has the simple insight: top performing teams are not created by accident. They are the result of strategic planning, strategic performance measurement and strategic decision-making processes. The strategy is the result of 20 years of experience and Ed is a consulting, coaching, training and education of top executive leaders and their executives, with real, practical, repeatable and effective results.

Challenge You're Facing
In your working with coaching part of the strategy planning:

- Strategy planning has proven that the process is the most of an executive team's time and resources. It is a complex and time-consuming process. Business performance and team satisfaction.
- Strategy execution is getting more difficult. Leaders are stretched through what most would consider, the strategy is not followed regularly and this leads to the ineffective results to evaluate performance.
- Leadership meetings are ineffective and unproductive. Resources are being used in an inefficient and ineffective way. Leaders are not taking the time to evaluate performance and team satisfaction.
- Decision-making is not being done effectively. The process is not clearly defined, and the results are not being done.

These are some of the most common strategic challenges that top teams face. The solution is not to do more of the same. The solution is to do it differently. Ed Barrows has the simple insight: top performing teams are not created by accident. They are the result of strategic planning, strategic performance measurement and strategic decision-making processes. The strategy is the result of 20 years of experience and Ed is a consulting, coaching, training and education of top executive leaders and their executives, with real, practical, repeatable and effective results.

edbarrows
508.400.1774

Coaching Works

Ed Barrows is the most successful executive coach, with a track record of helping executives and business professionals, to take their business strategy to the next level of performance.

- A lot of money, for the coaching.
- Has much information and the time to make sense of it.
- Coaching will make it all work, but it's a long time to get it.

Ed Barrows has the simple insight: top performing teams are not created by accident. They are the result of strategic planning, strategic performance measurement and strategic decision-making processes. The strategy is the result of 20 years of experience and Ed is a consulting, coaching, training and education of top executive leaders and their executives, with real, practical, repeatable and effective results.

edbarrows
508.400.1774

Main Street Strategy

Remember Your Strategy
A strategy is a plan of action designed to achieve a long-term or overall aim. It is a set of ideas that guide the organization's actions. It is a set of ideas that guide the organization's actions. It is a set of ideas that guide the organization's actions.

Thinking Strategically
A strategy is a plan of action designed to achieve a long-term or overall aim. It is a set of ideas that guide the organization's actions. It is a set of ideas that guide the organization's actions. It is a set of ideas that guide the organization's actions.

edbarrows
508.400.1774

Coaching Delivered to Your Inbox!

The mission of the Planning through Performance (PTP) e-Newsletter is to provide you with practical, actionable information that will help you improve your business performance. The PTP e-Newsletter is a free, weekly newsletter that provides you with practical, actionable information that will help you improve your business performance.

Sign up for the newsletter to help you improve your strategy planning and performance measurement process.

Thank you for signing up! If you have any questions or comments, feel free to contact Ed at ed@edbarrows.com.

Enter Your Email to Subscribe

First PTP e-Newsletters

- September 2010
- October 2010
- November 2010
- December 2010
- January 2011
- February 2011
- March 2011
- April 2011

edbarrows
508.400.1774

Ed's Where?

Ed Barrows is the most successful executive coach, with a track record of helping executives and business professionals, to take their business strategy to the next level of performance.

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edbarrows
508.400.1774

Ed's Pink Tie Award Goes To...

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Visuals:

LOGOS.

In addition to the logo designs from previous case study pages, here are a few additional logos we have designed or freshened for our clients.

Our love of typography keeps our logos primarily glyph free and timeless in execution. Some of our logos from three decades ago are still in use today.

In every logo development project we include full brand style guide development for all applications that meet the needs of each client. This enables the to use the mark, tagline, typography, copy style and color palette consistently across all media.



STRATUS



RoyBarnes

ROYWEST

THE ROY WEST COMPANIES



AMERICANWINDOWDESIGNS



Visuals:

WEBSITES.

In addition to the websites found on prior case study pages, here are few additional websites we have designed and developed.

The simple truth about the web is not in the technology—it's in the content. Technology rules and best practices are always followed at Better3, but we put content first in our priority of distinguishing our client's true personality and value proposition.

Video has taken center stage as it's grown in popularity. We follow the same principles of discovery in front of the camera that we do for copy and design. We highlight the unique quality our clients and their organizations imbue, and we gain better results publishing video as complementary content.

THANK YOU.

If you have any questions regarding the case studies or visuals provided in this brochure, please contact us at 407-896-4088.

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We're Better
Together.