

The FLT Brand

The following ideas will help you present your talents to target markets, choose projects, build the business and select new employees.

When your actions and communications consistently reflect your brand principle, promise and personality, the essence of the FLT brand will shine through in all that you do.

FLT mission statement

We motivate people, businesses and government agencies to solve societal problems through the use of strategy, management and relationship building.

FLT brand principle (the high-level essence of what you do):

We work on projects that move ideas forward, engage participants in new ways, and make a social impact. Our work connects people and businesses with government, and different parts of government with each other.

When you act on this principle, you deliver your **brand promise**:

We are fueled by a passion for progress and the public good. We listen to our clients' needs, respect their expertise, and respond with a uniquely relevant approach to each project.

We embody certain characteristics in every aspect of our work, expressing our **brand personality**:

dedicated, action-oriented, inquisitive, diplomatic, smart, caring, accountable, approachable, fun, down-to-earth.