

BUILD CONFIDENCE IN YOUR PUBLIC RELATIONS EFFORTS

For 25 years Tom Goodwin has helped organizations and individuals stay “on message” to maintain, improve or even repair their reputations and advance the success of their products and ideas. He builds confidence ...

... in your communications and public relations strategies;

... in your messages;

... in both written and spoken words, in substance and in style;

... and, most importantly, confidence that your audience will be receptive to your public relations activities.

STRATEGICALLY-FOCUSED SERVICES

Communications planning to anticipate and seize opportunities and manage business risks.

Powerful, resonant themes and messages for CEOs and senior executives in business, government and academia.

Substantive coaching on effective message development and delivery in seminar format or on an individual basis.

Writing for speeches, presentations, congressional testimony, and for public relations purposes such as press releases, fact sheets, FAQ/ Q&A.

TESTIMONIALS

“Besides bringing a multitude of great ideas and skill-enhancing communications techniques to the table, Tom brings enthusiasm. His hands-on, compelling discussions draw out even the most reticent of participants. He was able to quickly embrace the complexities of our business, and teach us to craft our goals and mission into easily digestible messages.”

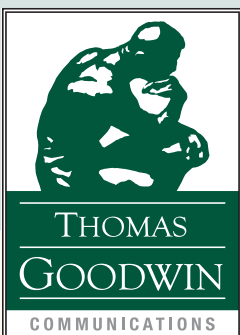
- Kimberly Mielcarek, Manager, Communications,
North American Electric Reliability Corporation.

“Tom: You are a Star.”

- Steve Bullock, former president, American Red Cross

“Tom is a very creative and high energy individual who understands deadlines and delivers on what he promises.”

- Ken Auer, president, Farm Credit Council



www.tgoodwincom.com • tom@tgoodwincom.com • 703.560.7875

Tom Goodwin

believes that effective communications is all about building confidence.

Confidence in your mission or objective;

Confidence in your messages;

Confidence in the written word and speaking or presentation style

.... **Confidence that your audience will absorb and react to your messages as you intend.**

Tom has created compelling themes and messages for hundreds of groups and individuals across business, government and academia. He also advises and coaches groups and individuals on effective delivery. Among those who have benefitted from Tom's hands-on counsel are:

SERIOUS CREDENTIALS

CEOs:

- Eli Lilly and Company
- Procter & Gamble
- Aetna
- G.D. Searle
- The American Red Cross
- Georgetown University
- BavarianNordic (Copenhagen)
- Association of American Railroads

Government Executives:

- Assistant SecDef for Research & Engineering, DoD
- Director, DARPA

Other Leaders:

- Speaker of the House, The Philippines
- President, American College of Cardiologists
- Seven presidents of the American Society of Health-System Pharmacists
- Leaders of the Farm Credit System
- Leaders of the propane industry
- “Future Leaders” of the National Fisheries Institute
- Leaders of the chlorine industry
- Leaders of the North American Electric Reliability Corporation