

MVIFI

CLIENT
Mount Vernon Institute for Innovation

CHALLENGE
How do we reimagine our brand position and expand our market?

DELIVERABLES
Brand Strategy and Architecture
Facilitated Brand Strategy Sessions
Visual Identity Design
Brand Experience Consulting

**NAVIGATING
INNOVATION
NEEDS A GUIDE**
We can help.



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Project Story

The Client

MVIFI was started in 2010 as an internal research and development team specializing in innovative curriculum and instructional strategies through a design thinking approach.

In 2019 MVIFI was restructured to become a thriving consultancy for innovators in non-profit and for profit organizations. Their goal was to become a non-tuition revenue generator for The Mount Vernon School. In pervious years MVIFI generated under \$80,000 in consulting fees. By 2022 their goal is to be over \$750,000.

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Former Brand Focus

An R&D lab and transformation design studio that shares thought and action leadership, hosts dynamic events, design programs and products, and consults.



The initial request for proposal was for a new visual identity that would bring 'new life' into the organization.

After an initial discovery session it was determined that a deeper issue existed. The brand of the organization needed a clearer brand position, reframed services, and a more focused need they were meeting for clients.

Our Approach

StoryBrand

Using the BrandScript process we identified their the problems their hero (customers) are facing and developed a new empathetic statement their brand can communicate with their customers.

Hero

A person who is a change-maker, with organizational influence, who sees an opportunity for change and recognizes a need to differentiate in order to stay relevant.

Problems they face

They don't know where to start.
They don't have the right team.
They are the home town profit.
"I cannot figure out how to lead change even though I know it needs to happen."

Empathetic Statement

Navigating innovation needs a guide.



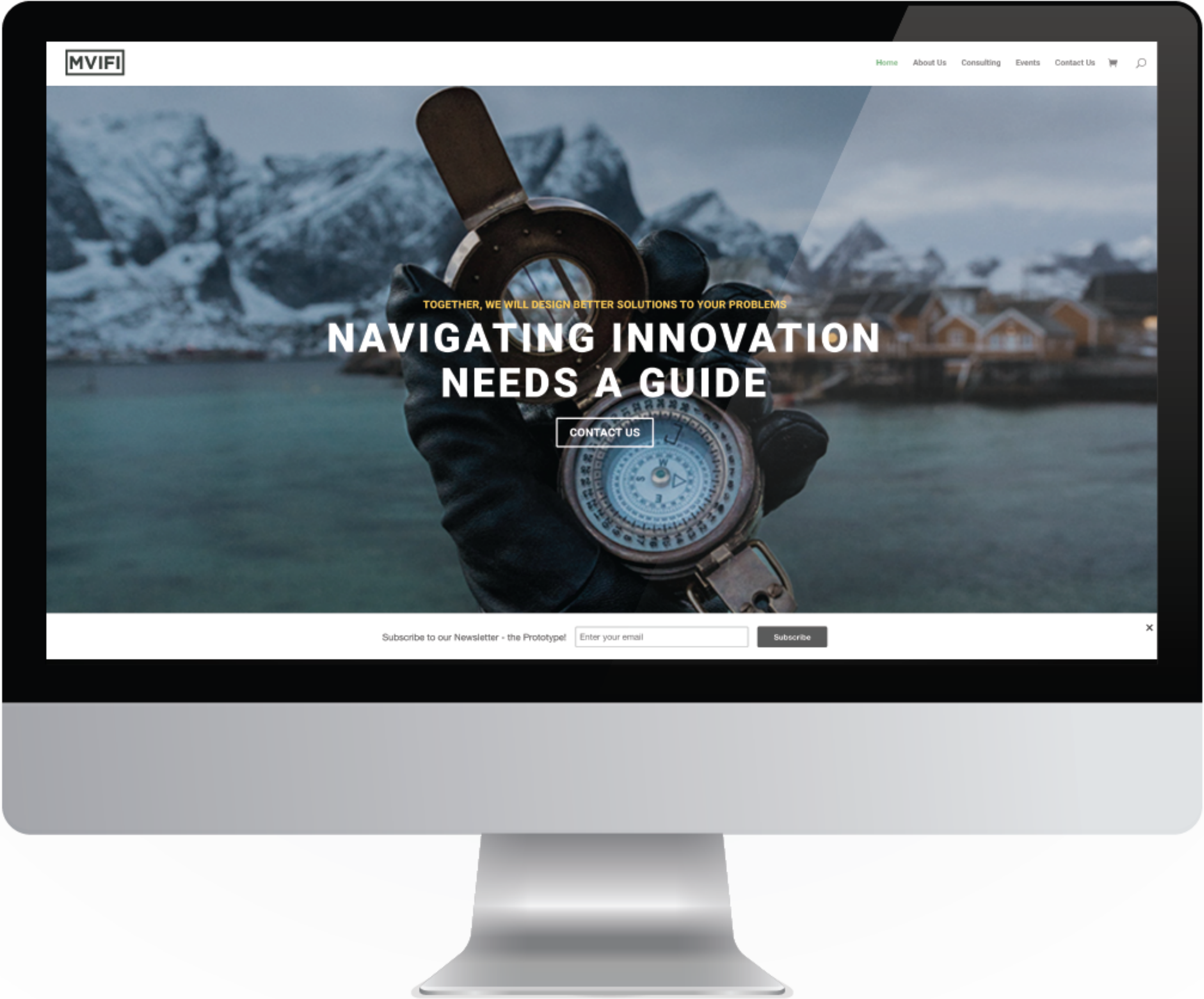
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NAVIGATING INNOVATION NEEDS A GUIDE

Offering An Introductory Design Thinking Workshop

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NAVIGATING INNOVATION NEEDS A GUIDE

School Reimagined Experience And Tour The Mount Vernon School

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NAVIGATING INNOVATION NEEDS A GUIDE

Transformation Tour Tour and Q&A With The Mount Vernon School Senior Leaders

MVIFI

Our Approach

Brand Positioning

Clarifying the hero and empathetic statement helped refocus MVIFI's brand position in their marketplace

What

MVIFI is the only change management consultancy with expert learning practitioners

How

that uses design thinking to guide innovation and change

Who

for organizational innovators

Where

in education or for-profit companies

Why

who are inspired or lost in the process of transformation, change, or innovation

When

during a time when their organization or market requires them to meet unpredictable demands or challenges.

Our Approach

Simplified Brand Positioning

By leveraging their **expertise in learning, people-centered design principles, and transformation strategy**, MVIFI guides **organizational innovators** who are navigating change.

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market

discipline

Change management learning experts
for **organizational innovators.**

“

When it came time to reimagine our business Trey helped us transform our brand positioning at a time we needed it. The people-centered approach kept our customers in mind as we become a better guide to the problems they face.

Alex
Blumencranz
EXECUTIVE DIRECTOR
MVIFI

Design

Discovery Session
BrandScript
Positioning Statements
Revised Visual Identity
Simplified Website
Digital and Print Marketing Creative
Proposal and Case Studies Slide Decks
Stationary and Report Templates

Deliverables
