



Strategic Initiatives Series

Published December 2011



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The Strategic Initiatives Series

This series was written to promote thought and discussion about the initiatives that set and move the company strategy forward toward desired goals.

Beginning with “BHAGs, Victories and Triumphs” through “Execution: The Ultimate Strategic Initiative” we want to inspire, challenge, educate and bring an ignition point to considerations that you need to start, rev-up or really launch within your company. Take a look at the power plays, how to use a position of strength, utilize social media and branding as a strategic initiative and much more.

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Soltys Inc. Blogs

We started blogging at the end of June 2011 and soon discovered that not only was there an audience engaged and interested on the subjects, perspective and ideas we brought to the table but perhaps as important, it extended the services we delivered to a global readership.

We also found that organizing the topics in a monthly series allowed more in-depth discussion focused on timely subjects. A customized image was created for each series bringing a visual identity to the series. In the last quarter, new authors and voices were added bringing in talent and information that we know has been helpful from the comments returned. In fact some companies who have added the blogs to their resource libraries have asked for the indexing such as in the compilations.

This compilation contains all blogs written in 2011 including several that were not a part of a series. We have also fully indexed these to assist you in finding information. Charts and tools that are included in this document are also available in an editable format in our [eshoppe](#).

At the beginning of each series we have added a bit of insight and information. The compilations do not include some of the marketing information that would be found in the original posts.

The 2011 series includes the following series as well as the stand alone posts – Communications, Content and Commerce (*introductory blog*) Bricks, Sticks and Clicks; The Social Reprimand and Freedom.

Year	Month	Series
2011	July	Brand Change
2011	August	Operations and Opportunity
2011	September	Business Planning
2011	October	Growth
2011	November	Infrastructure
2011	December	Strategic Initiatives

Each six months blog posts will be compiled with full indexing and made available through our [eShoppe](#). The following is the series calendar for the first half of 2012. We always welcome your comments and questions.

Year	Month	Series
2012	January	Launch
2012	February	Loving and Business
2012	March	Lucky
2012	April	Lions and Lambs
2012	May	Everything's in Bloom
2012	June	Best Practices
2012	July	Christmas in July = Dollars in December
2012	August	Enterprise by Design
2012	September	Campaign Strategies
2012	October	Fall Harvest before the January Freeze
2012	November	Who are we?
2012	December	Celebrations

The Authors and the Company

The authors of the 2011 Soltys, Inc. Blogs are Pat Soltys, Mallie Dein and Derek Hart.



Pat Soltys is the owner and lead consultant for Soltys, Inc. Pat is the author of all of the blogs except the ones noted as written by Mallie and Derek below. She has a long business and consulting history helping companies from concept through executed office strategies including tough times but more frequently in achieving their objectives. She understands the mechanics and structure of business as well as the challenges. She has written four books, many articles, white papers, training classes, and developed many tools. Her writing aligns with a philosophy of content, communications and commerce. For more information see [Pat's bio](#) on our web site. You may contact Pat directly at psoltys@soltys-inc.com



mdein@soltys-inc.com.

Mallie Dein shared some of her insight in social media in the posts, “Pick and Mix Social Media Platforms” and “The Strategy of Engagement”. As the Director of Online Initiatives for Soltys Inc., Mallie brings expertise in maximizing the impact of social media, websites and more to our clients. She is able to help from strategic concept through delivery including “ghost posting” for clients. Her consulting helps clients realize the elusive ROI of Social Media. For more information, see [Mallie's bio](#) on our website. Contact Mallie directly at



Derek Hart posted “Brand is More than a Logo” profiling his expertise in branding and digital media. Derek can help to develop branding from image development including promotional items and internal governance through campaigns in both print ready and digital formats. Derek's understanding of SEO (search engine optimization) and SEM (search engine marketing) also make him a valuable resource in today's digitally focused business environment. For more information, see [Derek's bio](#) on our website. Contact Derek directly at dhart@soltys-inc.com.

Soltys, Inc. is a business and operations consultancy offering consulting services through many formats of engagements from retained services to help desk and ad hoc consulting. The company has built expertise, a resource library and a many partner resources over the years. We have developed a significant clientele ranging from Global 1000 companies to individual entrepreneurs. Our web site offers many of our publications, tools and favorite books and music for purchase and download. Please visit our [eShoppe](#). We publish blogs each week and also offer a newsletter for updates of products and services.



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