

where are you on your organizational journey?

As your organization grows, you'll face many new challenges: defining brand behaviors, creating a market development strategy, forging new stakeholder relationships, managing issues and articulating your social purpose.

At Orangefiery, we can help you find insights on a wide range of complex, multi-stakeholder problems — problems relating to brand engagement, market development, third-party engagement and issues management — and develop strategies, programs and systems to keep your organization moving forward.



orangefiery
approach and offerings



the orangefiery engagement pathway

Our structured process builds a strong foundation rooted in insights, creates alignment among teams and develops groundbreaking programs, policies and practices that will create change and be sustainable over time.



our proprietary approach accelerates progress



DISCOVER

Every step in an organization's growth journey starts with **understanding the landscape and the opportunity at hand:**

What's happening? Why? What should we do?

The answers to these simple questions can be staggeringly complex. They require understanding the beliefs and expectations of increasingly diverse stakeholders, each of whom bring their own needs and agendas to the table.

Typically, we kick off engagements with three lenses of research:

- *Desk research, including a review of existing company research, to understand the broad issues and landscape*
- *Internal interviews to understand organizational needs and priorities*

- *Subject matter expert interviews to identify trends and issues shaping the future*

Our synthesis of this research creates a strong framework for characterizing the journey and reveals tension points that will define the path forward.



ALIGN

Our work has shown us that there are **six critical questions** every executive team has to confront when they face a growth moment:

- *What's the problem we're trying to solve?* just produce great plans. It produces great teams, aligning them around critical actions and creating a mental model and lexicon for talking about the path forward.
- *Where are our stakeholders today?*
- *Where do we aspire for them to be in the future?*
- *What actions are going to make the greatest impact?*
- *What resources do we need?*
- *How will we know it's working?*

There's no substitute for the team's engagement on these issues. First, because great ideas can come from anywhere. Second, because growth journeys impact every function. This approach doesn't



CREATE

We create tools and programs that **connect with stakeholders and inspire them to take action.**

We connect what we are trying to achieve with our stakeholders' needs and aspirations. Finding that common interest and shared purpose is central to creating expression that leads to engagement and change.

Our solutions will be designed to fit the problem at hand, and may be targeted and discrete, or broad and multi-faceted. Examples of our work include:

- *Corporate brand evolution, focused on new visual identity and codified brand behaviors*
- *New content strategy for owned editorial assets like websites and thought leadership*
- *Norms and governance for advocacy engagement programming*

- *Disease state narrative and lexicon to drive cross-functional content development*
- *Social media strategy*
- *Issue detection and assessment model*
- *KOL alignment assessment framework and evaluation tool*

Our tools and programs will ignite conversations, forge connections, inspire change and generate progress.



EMBED

We turn the learnings from our program into **sustainable capabilities for the organization.**

From the start of each engagement, we take steps to create sustainable systems that will last beyond our work. We may:

- *Establish cross functional teams, roles and processes to create and maintain progress*
- *Codify norms and governance, to ensure that teams know not just what to do but how to do it*
- *Document insights and outputs from our planning sessions, to guide future efforts*
- *Create toolkits with templates, core materials and guidance for implementation*

We have continuous conversations with clients not just about our path to progress,

but about our learnings. That allows us to design the right ways for the organization to sustain these efforts over time.

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NAVIGATING INFLECTION POINTS

An inflection point is a moment when something foundational in a business is about to change. For leaders who look for inflection points and have the foresight to act at the right time, an inflection point can create great new opportunities for companies to make strategic shifts, grow and thrive. We partner with our clients to:

- **Conduct multi-modal research** (e.g., desk research, interviews with organizational leaders and those “at the edges of the organization,” interviews with third parties) to understand potential inflection point scenarios
- **Facilitate conversations** to define and prioritize potential inflection point scenarios
- **Establish systems** to scan the environment for trigger points that might indicate a coming inflection point



BRAND DEVELOPMENT AND ACTIVATION

At its core, a brand is a promise of what an organization stands for and offers to those who engage with it. It's the collective expression of each communication, interaction, experience and promise. We partner with our clients to:

- **Conduct qualitative research** and surveys to understand stakeholder perceptions of and aspirations for the brand
- **Conduct visual landscape analyses** to understand points of parity and differentiation for brands
- **Create insight-driven brand platforms** and visual identities
- **Create brand assets** and comprehensive use guidelines
- **Launch and activate** new and revitalized brands among multi-stakeholder audiences

“We brought in Orangefiery in the middle of a rebranding effort when we were spinning our wheels. With their tools, intellectual firepower and creativity, the Orangefiery team moved us forward. The result was a more complete set of end-products. Even more important, the process helped elevate our thinking about how our clients see us and how we see ourselves.”

– Seth Rosenfield
Managing Partner,
Hudson Growth Partners



NARRATIVE DEVELOPMENT

Humans are hard-wired for stories and have been storytellers for generations, using narratives to explain the world around us, educate and inspire, and communicate truths of human experience. We partner with our clients to develop powerful narratives that:

- **Convey** what their business stands for and why people should pay attention
- **Clarify and articulate** business and market development strategies
- **Create alignment** within organizations
- **Engage stakeholders** and inspire change



CRISIS / ISSUES MANAGEMENT

In today's complex business environment, reputational risk has multiplied, and a brand's performance in the face of a crisis or emergent issue can make or break a company. We partner with our clients to:

- **Facilitate issues preparedness** workshops to understand and align on potential risk categories and gaps in preparedness
- **Map and prioritize** potential risks
- **Prepare issues response messaging** aligned with high priority risks
- **Create simulation exercises** for cross-functional teams
- **Conduct message training** and mock interviews to ensure comfort with messaging and responding to tough questions

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"The Orangefiery team are generous thought partners and collaborative strategists. We've turned to them at the most critical times in our growth. They are problem-solving partners who help us think at a higher level. I would highly recommend them when you need communications advisers with deep experience, wide perspective and agility."

– Katie Tamony
Chief Communications & Culture Officer,
Alluma

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MARKET DEVELOPMENT

Driving changes in the standard of care, whether through practice change, disease awareness, payer outreach or policymaker engagement, involves a set of integrated pre-approval activities for most biopharma and biotech companies. We partner with our clients to:

- **Create a landscape of current practice**, through the lenses of patients, providers, policymakers and payers
- **Develop goals** that will serve the interests of stakeholders and create favorable conditions for product launch
- **Create and validate a market development narrative** that can be used as a source code for stakeholder-specific communications and campaigns
- **Coordinate cross-functional campaigns** to create measurable change



ADVOCACY ENGAGEMENT

Advocacy engagement is no longer a nice-to-have, but an expectation. Strategically engaging with advocacy creates opportunities for mutual learning, information sharing, and aligned action. Advocacy engagement supports activities from clinical research and successful regulatory engagements to patient journey research and product launches. We partner with our clients to:

- **Review key business questions and needs** where strategic advocacy engagement could play a role
- **Assess the advocacy landscape**
- **Create advocacy strategies** and strategic engagement plans
- **Operationalize advocacy engagement** (e.g., setting up meetings, serving as a point of contact and coordinating joint programming)

“When a biopharmaceutical company evolves from focusing purely on R&D to preparing for commercialization, there is a lot of internal learning and alignment that needs to take place and trust that needs to be built. It’s a lot of work and requires leaders to invest significant time in engagement, alignment and communication. Having Mike and the Orangefiery team guide us through these growth steps was invaluable. Because they have seen this at many companies, they could anticipate trouble spots often before we did, and moved us through the process faster and more efficiently than if we had attempted to drive it ourselves.”

– Barbara Troupin
Former Chief Medical Officer,
Aquinox Pharmaceuticals



DISEASE AWARENESS & COMMUNICATIONS

Our pharmaceutical and biotech partners play an important role in disease awareness efforts that, in addition to indicating a company's commitment to a disease area, increase knowledge and understanding, create new hope and bring together patient communities. We partner with our clients to:

- *Assess disease understanding and unmet needs*
- *Strategize on opportunities to fulfill unmet needs and make a meaningful impact (e.g., working with KOL and/or advocacy partners)*
- *Execute disease awareness plans, from digital/social media campaigns to in-person conferences and events*



PRODUCT COMMUNICATIONS

The journey through pre-clinical and clinical trials, regulatory milestones and product launch is long and complex. We support multi-stakeholder communications for pharmaceutical and biotech companies at all stages of the research and commercialization process. We partner with our clients to:

- *Develop brand milestone messaging and related content*
- *Coordinate spokesperson development and message training*
- *Promote data milestones through earned media, medical conference activities, R&D days and other events*
- *Distribute information to and interact with diverse stakeholder groups*

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"Developing our core narrative, which was a new way of characterizing the disease and our commercial strategy in that context, was a truly valuable exercise. This was the foundational piece of our marketing and commercial strategy and a novel approach to the traditional marketing playbook."

*- Therapeutic Area Lead
Liver Disease,
Top 20 Biopharmaceutical Company*

contact us

To schedule a conversation or request more information on our offerings, email info@orangefiery.com or call 415-384-8677.

