

# BOOST!



You want to discover, develop and amplify your organizational storyline to create a shared vision of the present and the future.

You need to anchor your communications in a clearly articulated message that communicates your unique value.

You want to harness the power of storytelling in all its forms to deliver your message with profound impact.



Boost! Collective is a strategic messaging and story-driven communications firm.

We work collaboratively to discover, write and tell the powerful stories that drive deep and meaningful engagement with your audiences.

We are nimble and responsive and bring business acumen together with a creative edge for a fully rounded approach to your project.

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Boost! Collective

## We help you discover, write and tell your stories

### COLLECTIVE STORYTELLING

A proprietary & dynamic process for creating a forward looking innovative narrative to propel an organization into the future

[Learn more](#)

### STRATEGIC MESSAGING

Differentiated messaging for products and services based on a 360-degree analysis of your unique value proposition

[Learn more](#)

### STORY-DRIVEN CONTENT

Supporting the customer journey by developing a wide range of content with a narrative-driven approach

[Learn more](#)



### JANINNE BRUNYEE

- Strategic messaging
- Visual storytelling
- Customer journey



### JACQUELINE KOCH

- Content strategy and development
- Storytelling and brand journalism
- Strategic communications



### CHRISTOPHER ROSS

- Business and marketing strategy
- Collective Storytelling
- Story development



### STEVEN WISE

- Data-driven storytelling
- Story research
- Marketing strategy

#### DEEP EXPERIENCE

We work in a growing number of sectors including:

- Technology
- Nonprofit
- Food and beverage
- Education
- AdTech
- Media and publishing
- EdTech
- Cloud computing
- Healthcare
- Green manufacturing
- Professional services
- Data analytics/machine learning

## WHY WORK WITH US

We are a small and mighty boutique firm whose partners are masters of the art of human-to-human communications.

We work collaboratively—as a collective—offering you the entire team’s deep expertise from diverse areas of work to deliver on the maxim: the whole is greater than the sum of its parts.

We bring business acumen together with a creative edge—left brain meets right brain—for a fully rounded story-driven approach to your project.

**You have shifting priorities and multiple deadlines.** We are nimble, responsive and readily poised to provide a light touch or a heavy lift.

**You want to fill gaps and strengthen capacity.** We align our skills, resources and rich network of subject matter experts to get the job done.

**You deserve a personal touch.** We focus on relationships, providing engagement with a fully vested member of the firm.