



# Idea Engineering: Building Trust

Many organizations allow their big idea – the innovation that drives what they do – to become obscured by features, tech specs, sales targets, experts' language and day-to-day operations.

When it's lost, so are the focus, energy and enthusiasm that got the company or organization moving in the first place. RMA's *Idea Engineering* process puts your big idea back to work for you.

It has three steps:

## 1 Finding Your Big Idea

We work with you to find or rediscover your big idea and express it in a way that is clear, authentic and compelling.

## 2 Idea Impact Testing

We bring your key people together for an intensive, one-day workshop to refine and test the big idea in the most difficult of communications and marketing environments – the face-to-face presentation.

## 3 Idea Infusion

We help you put momentum into your big idea by infusing it throughout your enterprise and in the minds of those whose support you need (including staff, customers, partners funders, and investors).



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Clear  
communication  
has an  
impact

**You want trust, not spin**  
Clear, authentic communication  
engages with every audience.  
They trust it. It's refreshing.  
And it's what we do.

## Services

### Idea Engineering

- finding your big idea
- idea impact testing
- idea infusion
- idea audits and strategies

### Strategic Communications

- strategic communication planning
- public information campaigns
- media relations
- issue management & crisis communications
- needs assessments
- narrative & messages
- risk communication
- public & community engagement

### Communication Training

- media relations
- presentation skills
- strategic communications
- risk communication
- issue management & crisis communication
- parliamentary committee preparation

### Communications Products

- media relations materials
- marketing collateral
- speeches
- presentations
- video scripts
- advertising, sales & marketing collateral
- website content & design
- graphic design
- video & multimedia production

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