



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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