

## LOREN WEISMAN / FSG DISCOVERY PROCESS OVERVIEW

# Our Discovery Process

### FSG PROCESS ARCHITECTURE

DISCOVERING  
AUDITING  
STRATEGIZING  
AUTHORING  
BUILDING  
EDUCATING  
PROTECTING  
STEWARDED  
DISTRIBUTING

### FSG STRATEGIC TOUCHPOINTS

AUTHORITY  
AUTHENTICITY  
INTENTION  
PERCEPTION  
COMPLIANCE  
ACCOUNTABILITY  
COMPETITION  
COMPARISONS  
UNIFORMITY

### FSG MESSAGING METHODS

LOVE  
HONOR  
TRUTH  
TRANSPARENCY  
HUMILITY  
CLARITY  
STABILITY  
PATIENCE  
FORGIVENESS

### 3 core discovery elements in the sessions:

- IDENTIFYING
- AUDITING
- REVIEWING

Allows for a strategic clarity of the actions, decisions and choices that have worked, haven't worked, or have not been developed to their fullest extent.

### 3 core time frames for review & synchronization:

- PRESENT (UTOPIAN)
- PAST (TRADITIONAL)
- PLANNED FOR (FUTURE/EXISTENTIAL)

Part of the existential, traditional and utopian strategy review of the materials allows us to create strategic plans that consider the past, present and future simultaneously.

### 7 fundamental operational touch points:

- METHODOLOGY
- MORALS
- MESSAGING
- MATERIALS
- METRICS
- MOBILIZATION
- MARKETING

These touch points are analyzed through our process architecture, strategic touch points and messaging methods to create an initial action plan and blueprint for forward motion.

