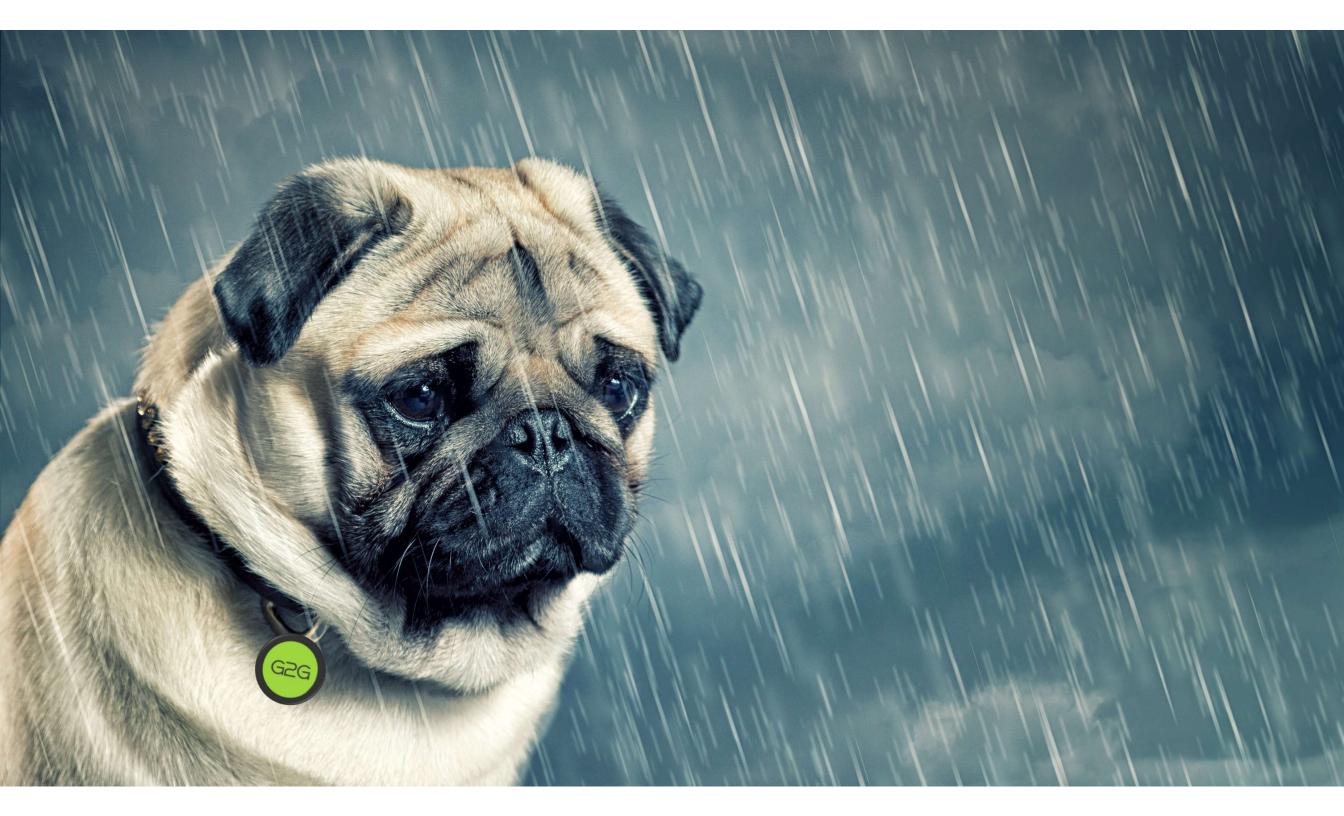
SEIZE VIII PPORTUNIT G2G





THE STATE OF THE UNION







you.

Strong Operating Principles for You

- Will always put its people first.
- Will continue to optimize our business model to adapt to our business realities
- Will continue to seek new opportunities to expand our business outside of our wheelhouse



Raising the Bar on Your Expectations

- G2G will define success and create a framework (road map) for how we will get there and share it
- G2G will encourage and enable all employees to be their very best through new and consistent training opportunities, better communication and establishing individual goals
- G2G will incentivize employees to extend, expand and find new projects as we share the success



Career Defining Expectations of You

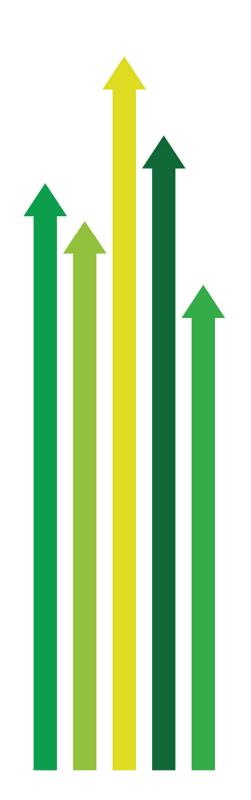
- Be an owner, not a renter of your position and duties.
- Requiring you to maximize your unique skillsets to own your part of G2G's success
- Raise your own bar to new heights. There is no one stopping you.



OPPORTUNITY IS OUR CENTER. AND IT IS YOURS TO SEIZE.



A NEW FRAMEWORK TO GROW



Our new framework for you and G2G to reach escape velocity.

WIN: How can you help increase your stakeholder's winning column? And what can you do to help G2G win more new business successfully both with new clients or adding more services to your existing client

ANAGE: What are your other superpowers and how can you engage them to extend existing projects, to keep them going?

EVELOP: What other opportunities do you see connected to what you are working on? How do you grow yourself past the expectations of the job?

DELIVER: You must take the shackles off yourself because there are none. Once your goals are set, what are you going to do to keep driving yourself to deliver opportunity all around and for yourself?

Measure: How do you measure your work for your co-workers, your clients/stakeholders and yourself?

SUCCESS

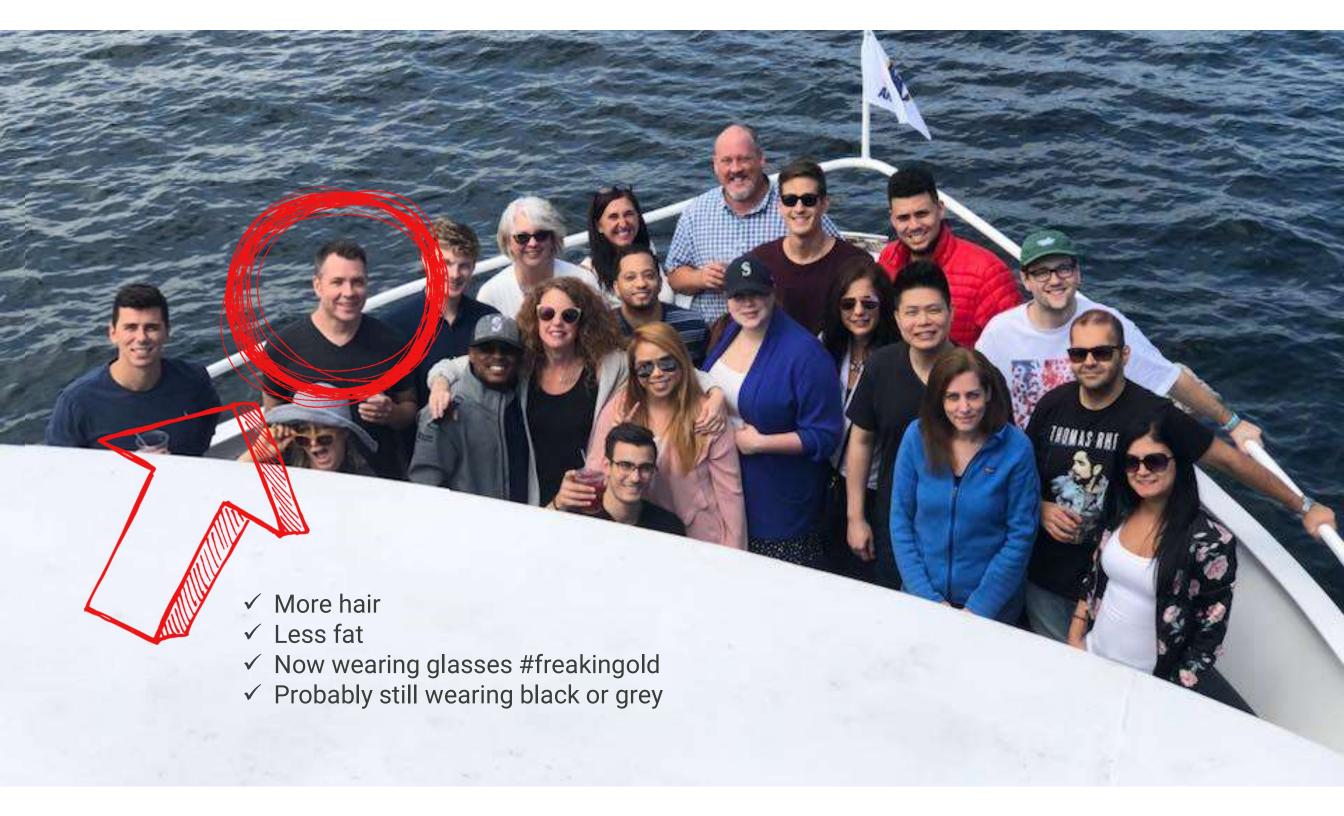
1 2 3 4 5 6 7 8 9 10





BUILDING OPPORTUNITY INSIDE AND OUT





A brand and marketing expert for the last 20 years.

A big, old Disney geek.

A commercial composer for over 25 years.



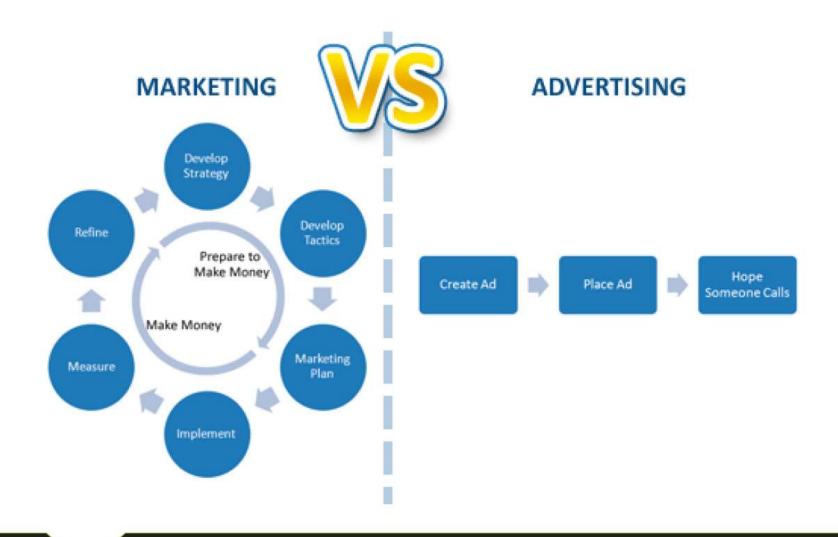
Married for $\frac{410}{10}$ 20 years and I have two daughters.

Worked at R&R Partners and touched the What Happens Here Vegas campaign.

Brand, marketing and design consultant for G2G

NERD.





BRANDING = THE TRUTH & FEELING THAT ANCHORS IT ALL

THAT FEELING YOU'RE FEELING YOU CAN FEEL









Brand New: Before-After Archives underconsideration.com



Brand New: Before-After Archives underconsideration.com



CuCo's Before & After Logo Designs ... cucocreative.co.uk



Brand New: Before-After Archives Big Bran



Big Brand Logo Redesign — Before and ... medium.com



Time for a logo redesign? Why and how ... 99designs.com



Big Brand Logo Redesign — Before and ... medium.com



10 Rebranding Failures and How Much canny-creative.com



underconsideration.com

Famous Brand Logo Redesign Before and ... diylogodesigns.com



Before/after - Logo redesign showcase ... behance.net



visa-logo-design-before-and-after ... pinterest.com



Brand New: Before-After Archives underconsideration.com



CuCo's Before & After Logo Designs ...
cucocreative.co.uk



Your logo as a design element | Before ... mcwade.com



25 Company Logos Before They Becam...
nextshark.com



Before/after - Logo redesign showcase ... behance net



Before And After by Ricardo Zea ... dribbble.com



google-logo-redesign-before-and-after ...



Instagram's logos before and after - Techly



pepsi-logo-before-after - Inspirationfeed



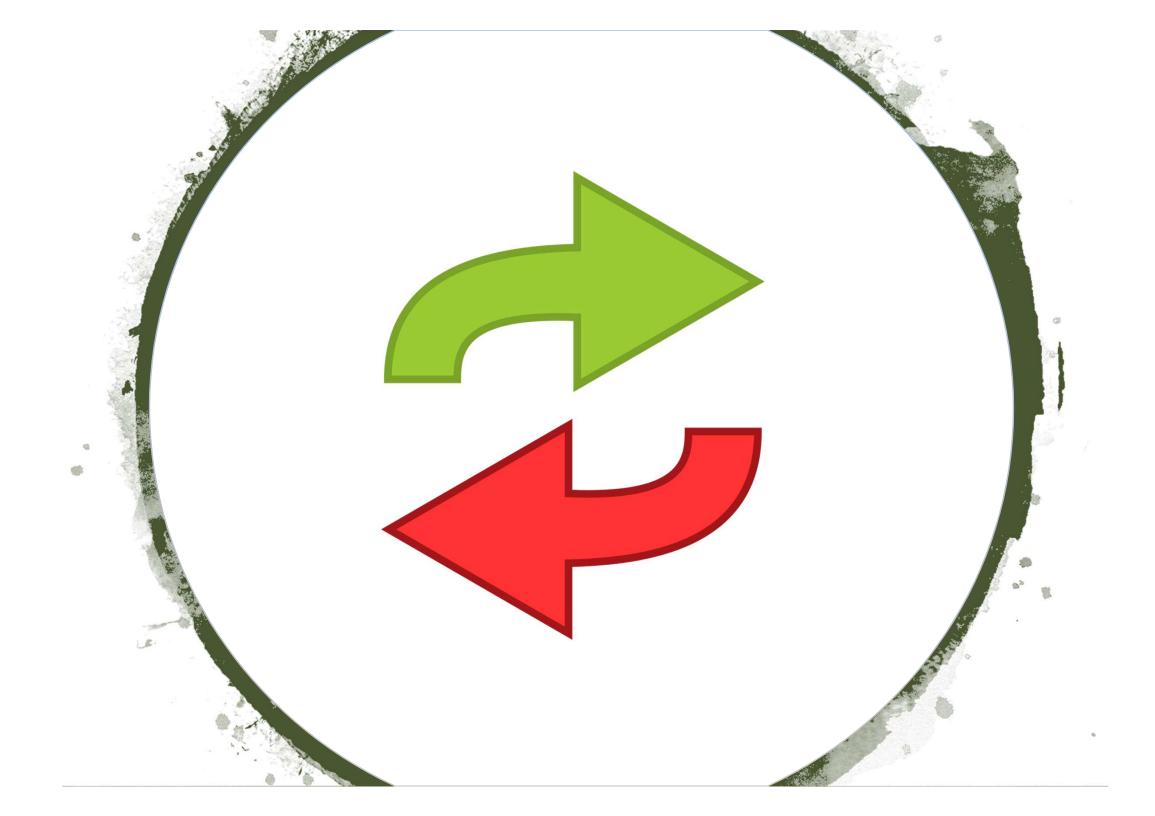
25 Company Logos Before They Be...



The 5 Best Corporate Logo Changes Of ...



Brand New: Before-After Archives













Version 2a



Version 2a



Version 2b -

Black











Version 2b

G2G Logo -Version 2c



G2G Logo -Version 2d light green



G2G.

G2G Logo -Version 2d with period black

G2G Logo -Version 2d with period white

G2G Logo -Version 2d with period

G2G Logo -Version 2d with stoplight

G2G Logo -

Version 3c

G2G Logo -

G2G Logo -

Version 2d

G2G Logo -Version 2e

G2G

G2G Logo -Version 2e



G2G Logo -Version 2f v2



G2G Logo -Version 2f

G₂G

G2G Logo -

Version 3a

G2G Logo -

GZG

G2G Logo -

Version 3b

626

G2G Logo -

GZG

G2G Logo -

Version 3b

C2C

G2G Logo -

G2G Logo -

Version 3c

62G

G2G Logo -

G2G Logo -Version 3d

G2G Logo -

G2G Logo -Version 3d



G2G Logo -Version 3e

G2G Logo Version 3e



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1 Styles from Parachute □ □ □ ■ G₂G G2G Mocha Mattari 1 Styles from Dharma Type 🕒 🗈 🔲 🖩 G2G **G2G**

Linotype Punkt™

3 Styles from Linutype M | Susscription □ ● 🗉 🗆 🗎



1 Products from Fenotype 🔘 🗎 🗎 🖹

G2G

Veneer 8 Styles from Yellow Design Studio 및

Ash
1 Products from Fenotype ② □ □ ■

G2G

G2G

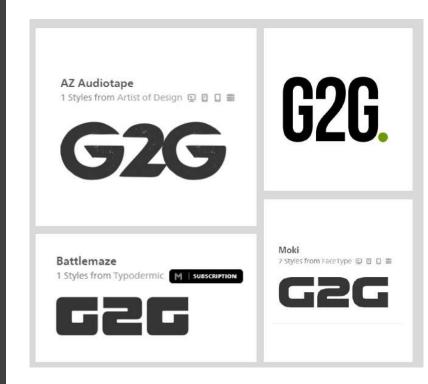
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3 Styles from Hanoded ♀ 🗈 🗋 🛢

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Woodtype Collection

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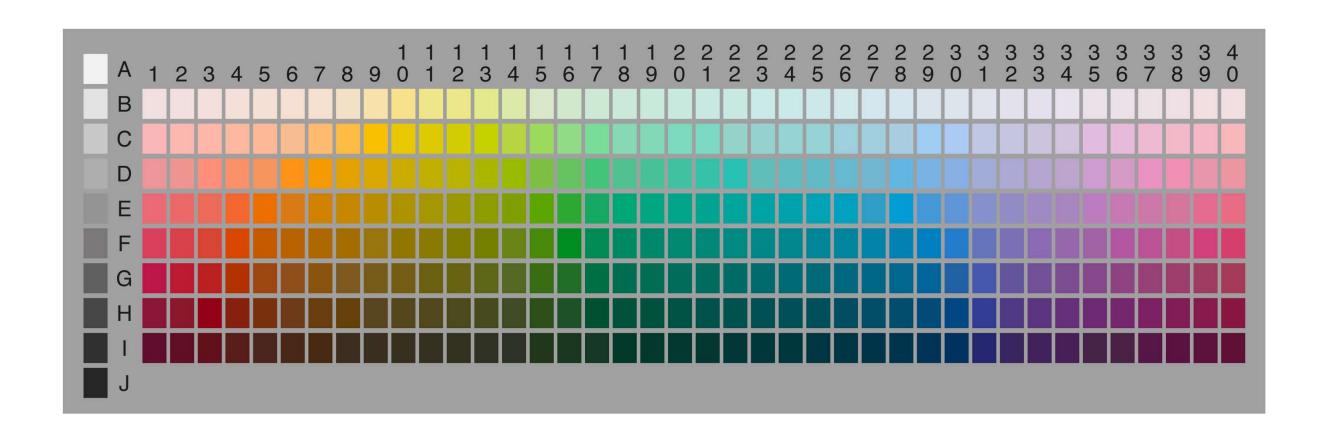


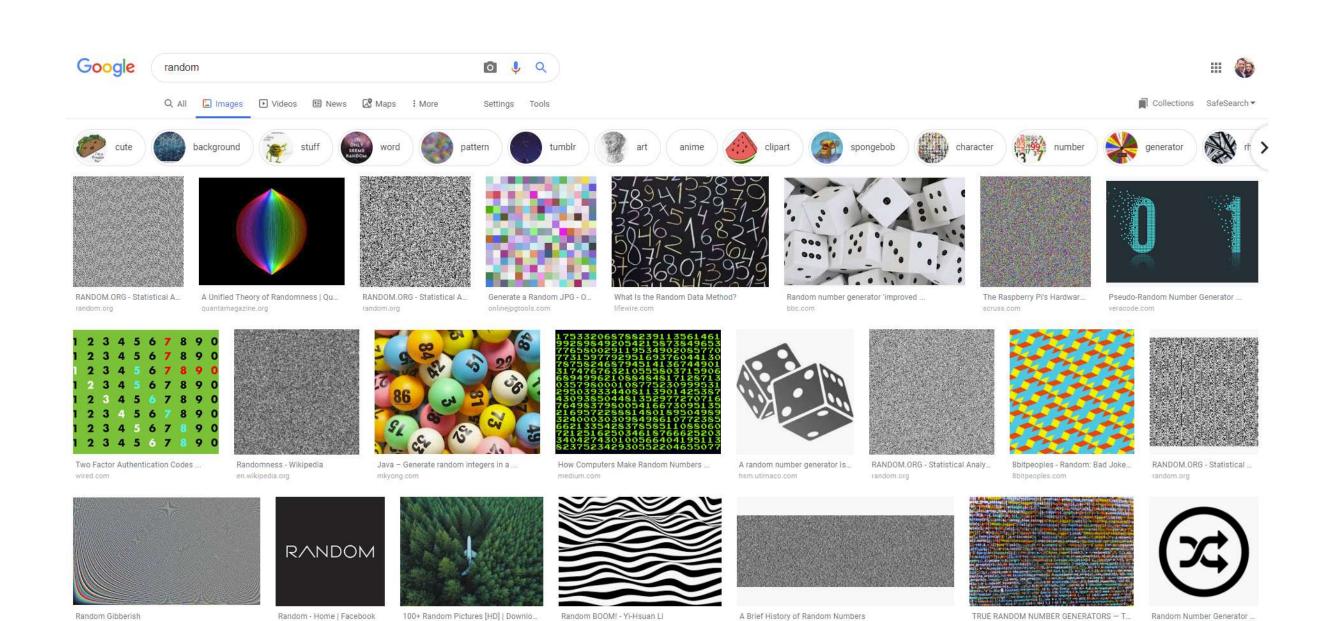






The technological difference is our people.





freecodecamn ord

martindevans me

facebook.com

CASTELLAR Arial Freetyte Street Smap
Garamond Harlow Bolid Arial Cooper Eras ITC
Corbel Bookman Old Style History
Century Gothic Century Constantia Modern
Century Gothic Century Constantia Modern Bradley Hand ITC ALGERIAN STENCIL
ENGRAVERS MT Cambria Math
Candara Funch Scupt MF Georgia Gill Sans
+ Hand Antiqua Brush Script M7
+HINGHOOK Antiqua Stuck Script M7
Elephant Magnato Matura My Script Capitals
Elephant Magneto Moture M7 Seriet Capitale Britannic Blackadder ITC
Bernard MT AND Bouhous 93
Baskerville old face Bodoni MT

Colors for headlines and body copy

For headlines, use dark grey when you can or standard black. Use white on a dark background.

RGB rgb(34, 34, 34)
HEX #222222
HSL hsl(0, 0%, 13%)
CMYK cmyk(0%,0%,0%,87%)

For body copy, use dark grey, light grey or standard black. White when used on a dark background.

RGB rgb(34, 34, 34) HEX #222222 HSL hsl(0, 0%, 13%) CMYK cmyk(0%,0%,0%,87%) RGB rgb(58, 62, 58)
HEX #3a3e3a
HSL hsl(120, 3%, 24%)
CMYK cmyk(6%,0%,6%,76%)

NEVER use green for headlines or body copy as it is a background color only and don't italicize your fonts.

Background colors

- Use only the following background colors:
 - Light grey, green, white, dark grey

RGB rgb(158, 214, 61) RGB RGB rgb(255, 255, 255) RGB HEX HEX #9ed63d HEX HEX HSL hsi(120, 3%, 24%) HSL hsl(82, 65%, 54%) HSL HSL hsl(0, 0%, 100%) **CMYK CMYK** cmyk(6%,0%,6%,76%) cmyk(26%,0%,71%,16%) **CMYK CMYK** cmyk(0%,0%,0%,0%)

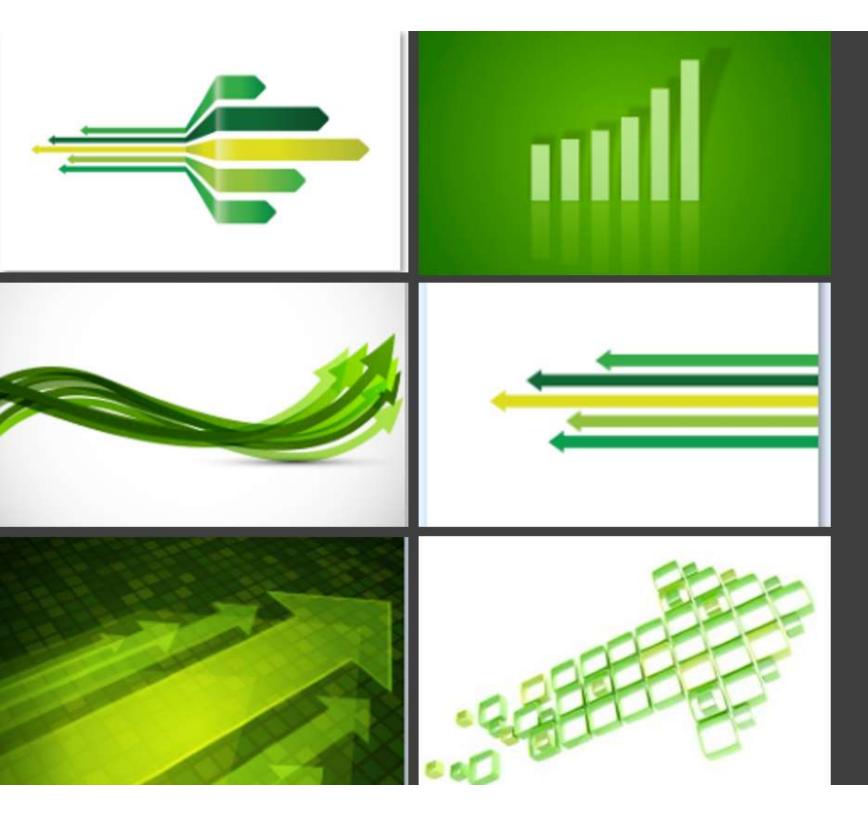
 Use plenty of white as your background in a presentation to give it breathing room. Use green or grey when you need to make a strong point.

Headline (use FjallaOne font and always in standard case, never all-caps)

Body copy, use Roboto font - Regular.

For emails, use Calibri fonts only (standard universal font).

Important note: Do NOT use FjallaOne or Roboto fonts fonts in the body of an email as they will not show up properly to your recipient (the user must have them installed on their machine).



Approved artwork

There are multiple approved images to be used as backgrounds or as supporting artwork on communications. Use them sparingly and never put text over any graphics or photos.





ABOUTUS CAMBILITIES CARBERS BLOG C CONNECT WITH US





LEARN MORE ABOUT G2G'S SALES EXCELLENCE SOLUTIONS





BUILD TRUST IN YOUR DATA



POWERFUL BUSINESS INSIGHT

Understand more about your business, your oustomers, and the relationship you have with them. Use this insigns to target your demographic and does more deals.



TAKE BACK VALUABLE TIME

BETTER INFORMATION MEANS BETTER DECISIONS



LEARN MORE ABOUT DIGITAL MARKETING SOLUTIONS FROM G2G



GENERATE MORE LEADS

Optings to Great provides him. Getting to Green provides high quality personalized content to your clients and prospects, delivered on a consistent basis allowing you to provide prospects with the information they want to see it.



PROSPECT ACTIVITY INSIGHT

Better understand prospects by gaining height to their activity on your website. The more you know about your prospects, the better they can be qualified for



TAKE BACK VALUABLE TIME

Achieve marketing goals while maximizing the value of your limited resources, sine, and investment.









WHO WE ARE

We believe our success hinges on yours, and we let it show in our work.

We're inspired by outstanding scorecard metrics





LEARN MORE ABOUT CLOUD SOLUTIONS FROM G2G

WORK BETTER TOGETHER

Cloud productivity solutions from 929 provides flexible and familiar tools for collaboration across seams, devices, and platforms.

WORK FROM ANYWHERE



SOLUTIONS BUILT FOR YOUR BUSINESS



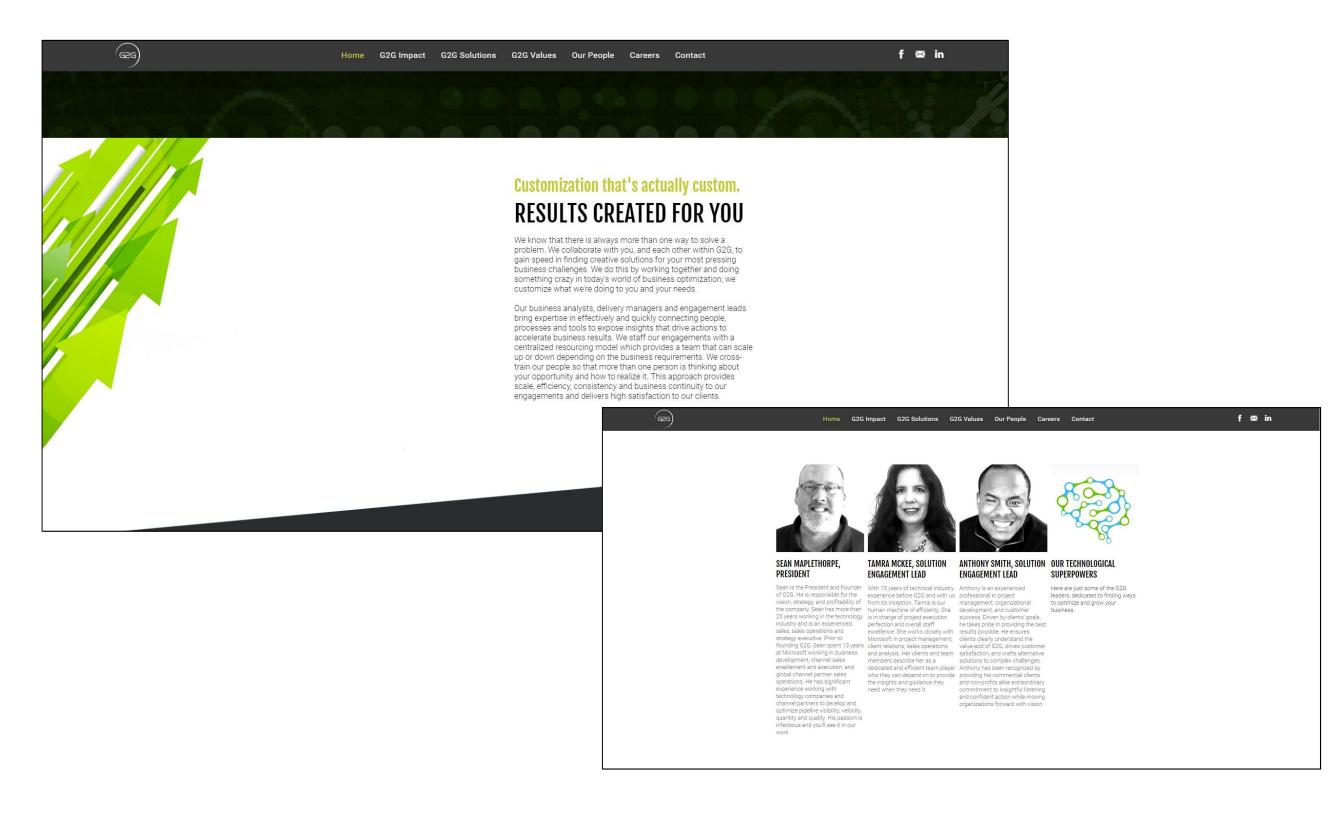
UNIFIED COMMUNICATIONS

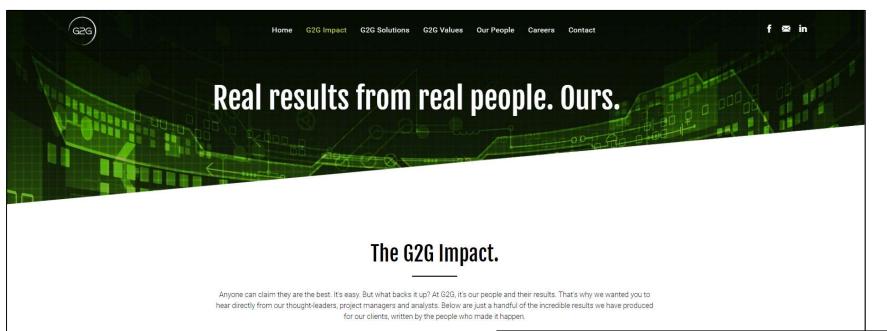


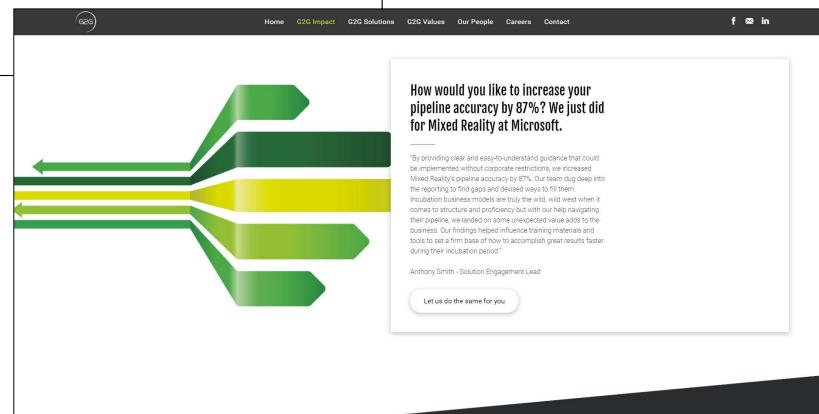
The radical, technological sales optimizers armed with a controversial technique to grow your business; the human brain.











We recovered 5.3% of our client's revenue this year. Here's how.

"We worked with the Surface SSP's on locating missing shipments and proactively found incorrect parented units/revenue in reporting. We went through the proper approvals and channels to have it reflect correctly in reporting so the US Surface Device team could receive their proper credit. We also created a streamlined process using Access and Excel to locate orphans for re-parenting and have stayed consistently engaged with the field on capturing missing shipment information. We believe that there is always a better way to improve processes and adapt to the needs of the team. There was also a Power BI that was made to help the field digest the information in an easier manner. G2G has been able to continually improve their processes while recovering missing revenue which is one of the greatest parts of my job."

Omar Adams - Delivery Manager

Let us recover your revenue



G2G doesn't just increase customer acquisition, we help retain, increasing one of our clients repeat customers by 10% in three months time.

"With any client strategy you have to first have data on your clients with a reliable CRM methodology. G2G assisted in crafting additional content to tailor the client data for the incubation business. Once client data was acquired, it was critical to understand where sellers should best spend their time. G2G created a propensity model that examined historical sales, pipeline opportunities, and products/services/and customer behaviors. This quickly allowed for the Sales team to focus on the most viable accounts, which increased the trend around repeat customers by 10% in three months."

Anthony Smith - Solution Engagement Lead

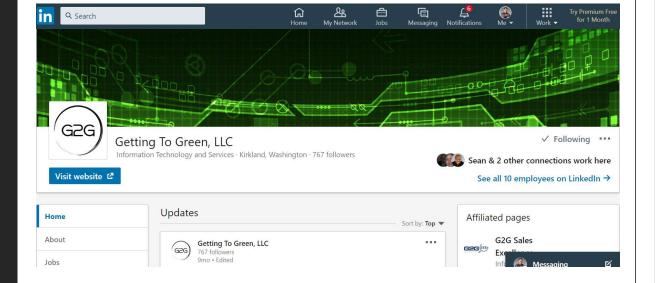
Let us increase your retention

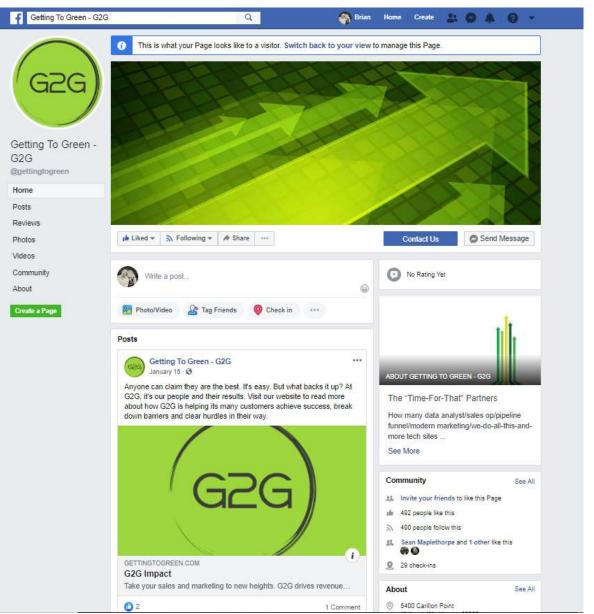


'I BOW DOWN TO G2G."

"A client's VP stated this on a largely attended conference call after reviewing the increased forecast accuracy, G2G had been tasked with cleaning up the pipeline, instituting best practices guidelines for pipeline accuracy and coaching the field sellers on proper pipeline hygiene. G2G's work allowed field sellers to recoup 8 hours each week of additional selling time based on stakeholder-led aurvey and analysis. A big win for us but a bigger win for our client."

Tamra McKee - Solution Engagement Lead









COOL. IT'S PRETTY.

BUT SO WHATP

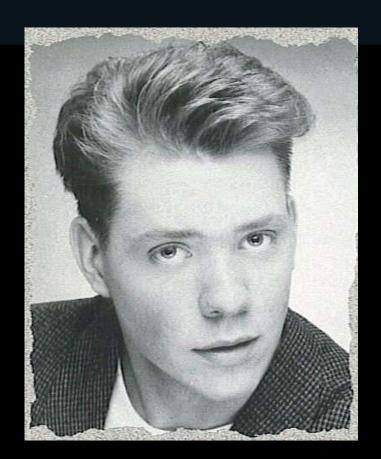
PRETTY DOESN'T GELP US.





BEST DAMN MARKETING

NOT JUST THE BEST. THE BEST.



Owner Brian
Kunnari has
been doing
marketing
forever and
he knows
what he's
doing. You're
going to
think it's
best cause
he does.

Advertising is important and you need someone who knows how to do it. We do. And we don't just do it, but we do it best. Even better than best. We will make sure people know about you and that you'll be seen. What more can we do.

We don't just provide marketing. We provide the best marketing including brand advice, advertising, design and data.

Start the best marketing ever by hiring Brian today! Your marketing will be the best because it's what we do! Start spending your money on not the best but THE best today!



marketing!!!







We recovered 5.3% of our client's revenue this year. Here's how.

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one of the greatest parts

Omar Adams - Delivery Manager



The radical, technological sales optimizers armed with a controversial technique to grow your business; the human brain.



Sapper Consulting

The radical, technological sales optimizers armed with a controversial technique to grow your business; the human brain.



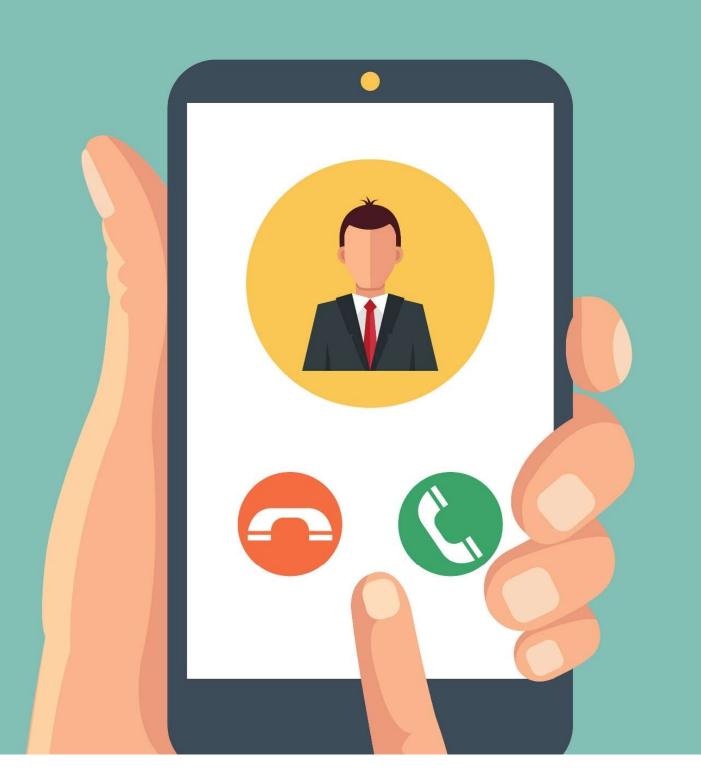












THE G2G DIFFERENCE

Whoever said you can't buy time never met us.

Getting To Green (G2G) is a tenured integrated sales and marketing consulting business that helps clients create and drive successful marketing and sales programs through execution excellence. G2G principals have over 40 years of direct hands-on experience working with/for top technology companies such as Microsoft, EMC, HP, VMware, Intel, Ottrix, SAP, Brocade, Riverbed.

G2G core competencies include all aspects of marketing/messaging, channel partner program strategy development and management, pipeline and opportunity management, customer relationship management tools, and pipeline analytics and discovery.

G2G principals have deep experience working with channel partners in a global capacity. Sean Maplethorpe, our President and Founder, has previously created a global demand generation engine at Microsoft and two iterations of a global through-partner sales engine that was relevant to System integrators and ISV's. G2G's collective knowledge of developing and delivering successful change management plans, optimizing work flow and untangling processes is the very heart of our company. And we excel on how our work is executed and delivered with a principal of excellence.

Above all, G2G's near-decade long existence has delivered consistent results for our clients. We have increased seller productivity by driving/managing opportunity hygiene. We have increased accuracy in forecasts and seller compensations. We have exposed insights that drive action and revenue. We deliver operational efficiencies that solve root causes, automate processes and connect disparate systems. In the end, there isn't much we haven't done which is how we are certain that we cannot only help you achieve your requirements but take them to heights you are not yet aware of.

And at the end of it all, G2G uses something truly extraordinary in today's world of Artificial Intelligence and Machine Learning to optimize processes, systems and tools; people. It's our technological difference.

>>> Data and Analytics Deriving value from data to deliver

Deriving value from data to deliver insights that help you understand what is driving the business.

Sales Enablement

Driving rigor, discipline and accuracy in your sales operations environment to increase seller productivity and accelerate business outcomes

>> Digital Transformation

Integrating the strength of digital technologies — social, mobile, analytics and cloud —to transform your business and how you work.

Modern Marketing

Mixing together growth tactics / growth hacking to connect brands with real customers and drive business results by blending strategy, creative, technology, and analysis.

CHANGE IS HARD, G2G MAKES IT EASIER.

G2G's four steps of successful change management.

STEP 1 Change is for a reason, we dig deep to find the why's

We will help collect information through deep dive strategy and learning sessions with stakeholders, managers and a vast array of other employees to understand why Alaskan Airlines needs to change. We will then assess and condense our findings into an easy to understand document on all levels.

STEP 2 We create an internal campaign

At that time, we will create documentation and design an internal campaign to be launched throughout the affected parts of the company. The campaign will be insightful, inspire, give solid reasons why we are launching and how it will make Alaskan Airlines better as well as its employees. Tools for individual change are crucial. On top of the campaign, we will make sure that tools are created for each level of leadership and management that layout how they can best lead through the change at hand both above and below.

STEP 3 Measuring the results are key to success

Change is just change if you don't measure the results. This is where G2G can put its expertise in play to create custom dashboards, define KPIs and report back on what is working and what needs to be adjusted to ensure the launch is anything but change for the sake of change. This step ensures that everyone continues to buy into the change with black and white results that everyone can get behind with excitement and enthusiasm. This step has even been known to turn a pesky naysayer into an advocate.

STEP 4 Adjusting = Confidence

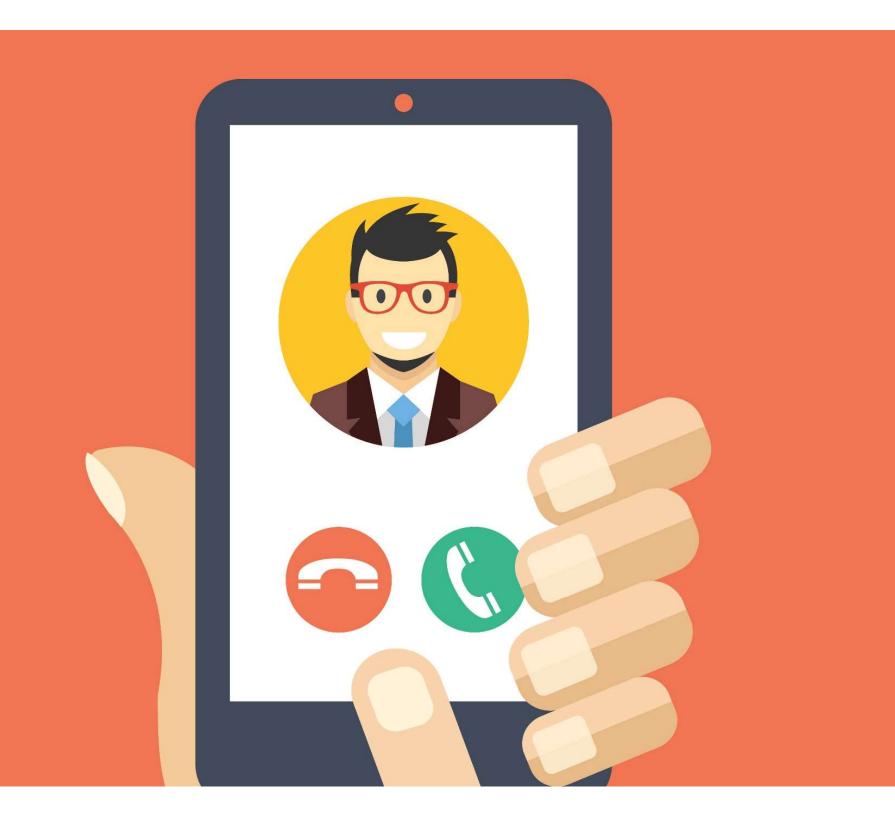
Change management fails when the plan is put in place and is never adjusted. Adjusting and adjusting again, based on the data coming in, is the key to longevity and full adoption of the new business methods. Without adjusting, this will be another dead-in-the-water plan. We will identify the right ways to adjust so leadership, management and employees feel confident. G2G will help advise and create updates and communications for your teams to ensure everyone is in the know on further adjustments. This step will equal success for the long-haul.

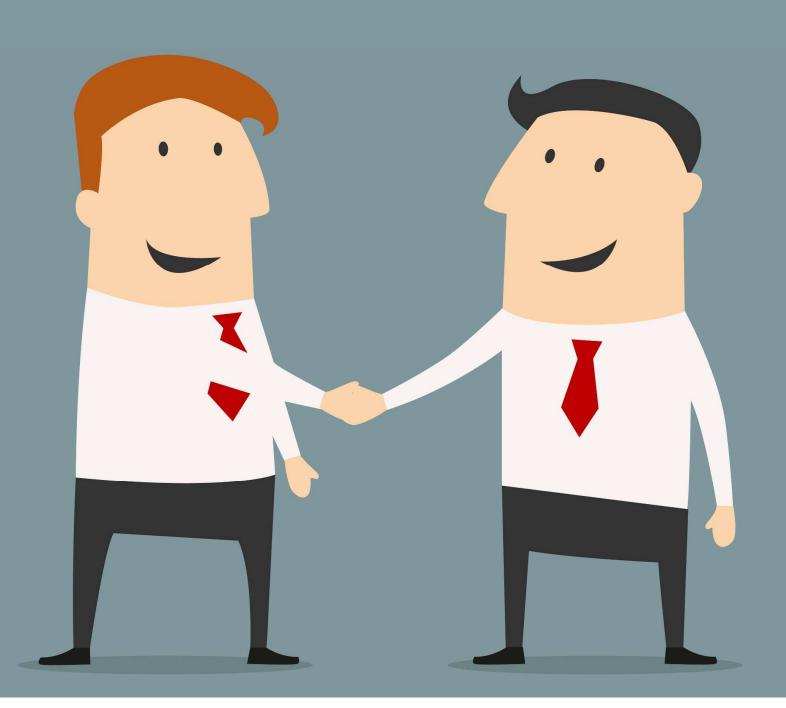


Successful Change Management March 26, 2019



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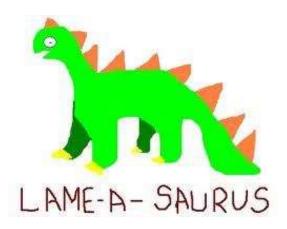


The technological difference is our people.



LAME !!!!!!





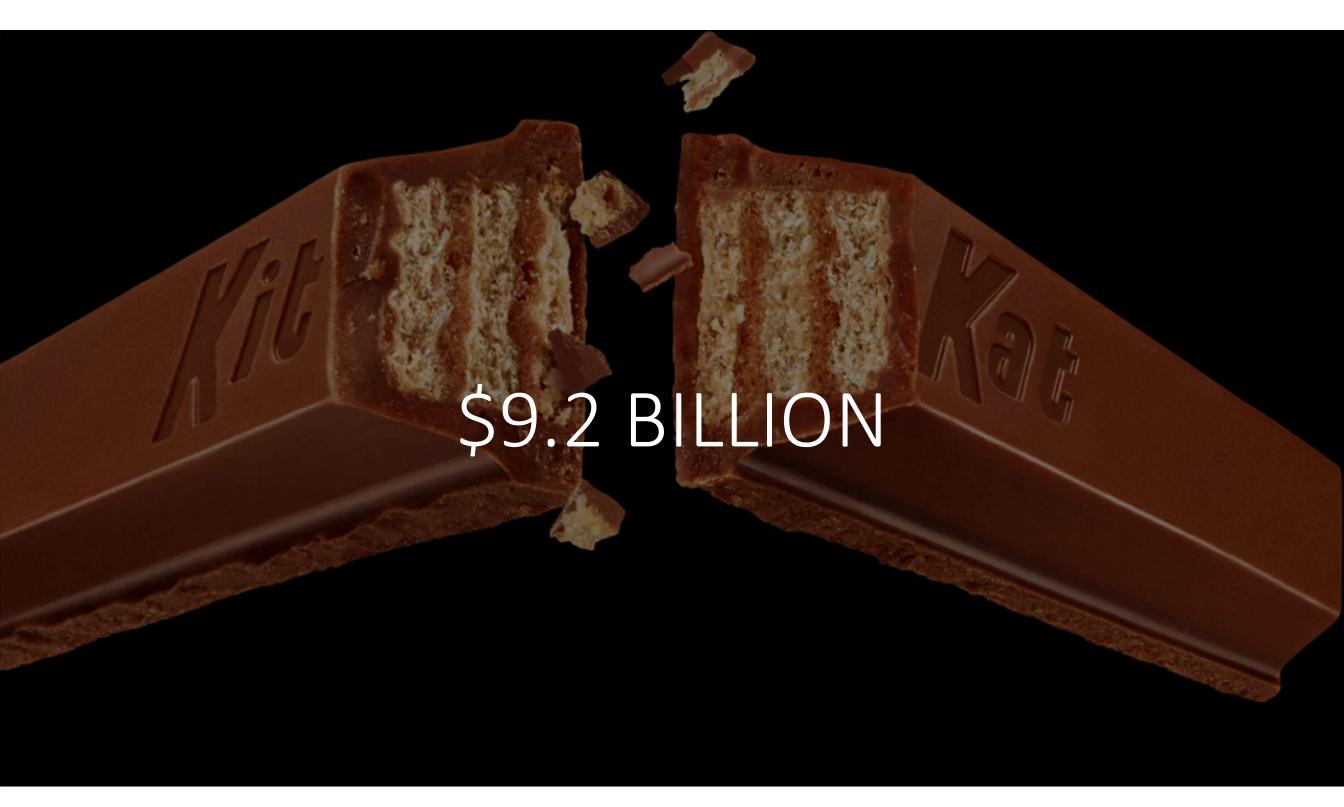




















What's Next?



Advertising plans that are impactful on a conservative budget that start building name recognition and brand identity



Grassroot efforts and implementation to attract and land new business



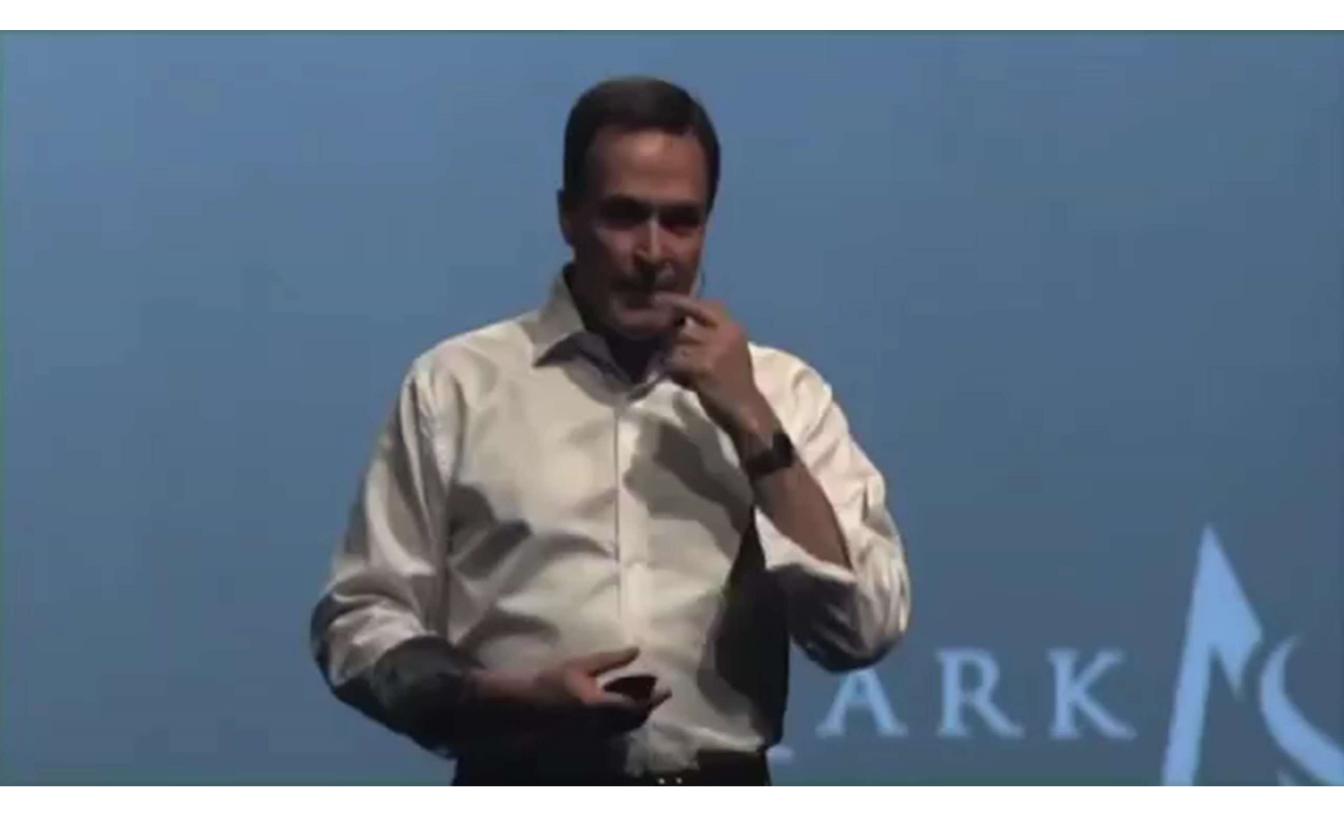
Strategic content building and placement





THE OPPORTUNITY IN DEFINED CUSTOMER PRACTICES

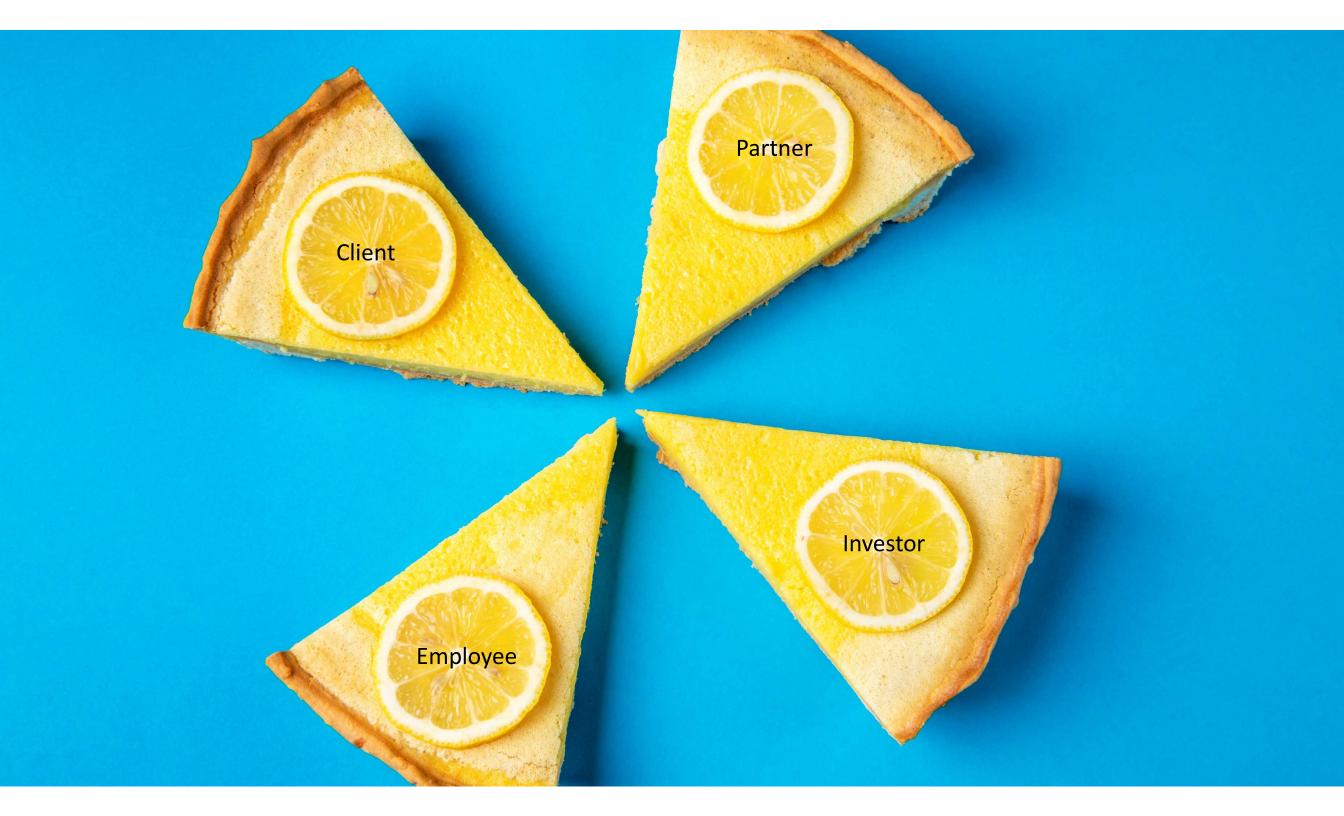












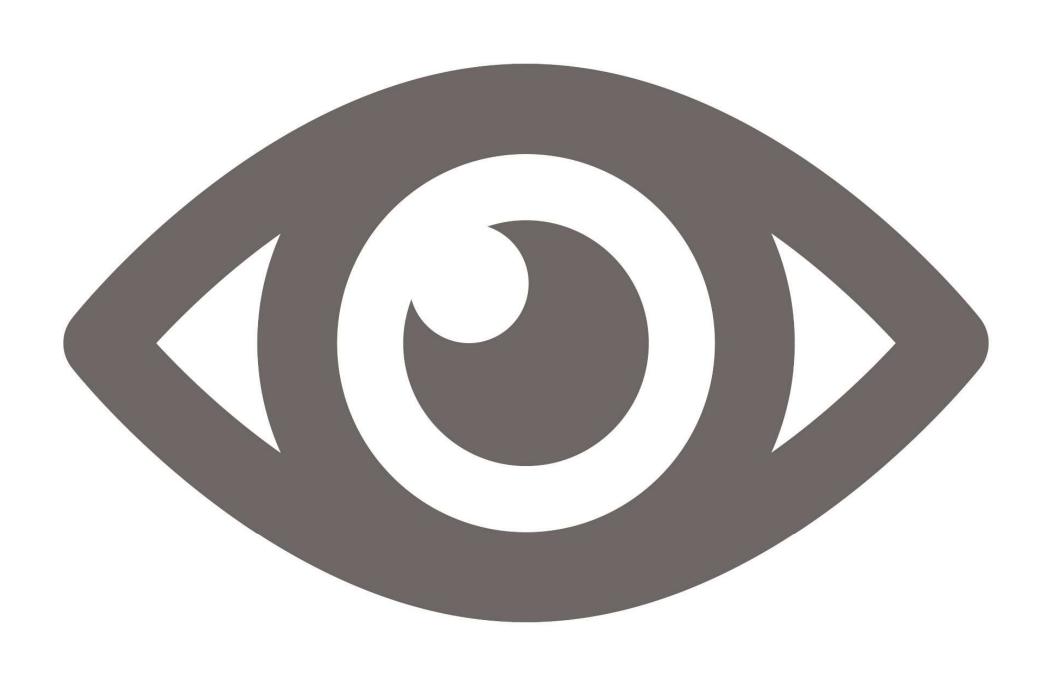












Merel fails



NOTHING IS IMPOSSIBLE,

THE WORD ITSELF SAYS

'I'M POSSIBLE'!

some people dream of while others wake up and while others wake up and at it.



"NEVER SAY NEVER BECAUSE LIMITS, LIKE FEARS, ARE OFTEN JUST AN ILLUSION."

MICHAEL JORDAN





2019 DIFFERENCE THAT MADE A DIFFERENCE AWARD

ANTHONY SMITH

Always looking up and always looking forward | Engaged across all spectrums Expects the best and sets the bar very high | Excellent team mate | Displays gratitude





GOALS = OPPORTUNITY



□ We lay out company goals easy for everyone to understand
 □ We develop a framework to build our playbook for winning
 □ We make performance management more of a science and less of an art
 □ We check in early and often over the course of a year to measure success
 □ We create incentives for employees to extend, expand and win new business
 □ We tune our business model to make everyone more successful

☐ We develop objectives and goals for each employee *with* the employee.

HOW OUR NEW GOAL PROCESS WILL WORK

- ☐ Sean will schedule time with each of you to discuss and finalize your goals by mid-August
- ☐ You will bring ideas on how you believe you can accomplish the new G2G S.E.E.D.S. and bring your unique skillsets to the company to make you and G2G better
- ☐ Sean will also draft his initial objectives for you to discuss and you will finalize them together
- ☐ You will review your progress monthly with your manager





This exercise represents your path to promotion, raises and personal growth at G2G.





MyG2G - A NEW OPPORTUNITY TO CONNECT

What companies are we pitching right now?
Who knows how to do 'X'?
Do we have a deck template?
When is next year's summit happening?
What's happening with our social media?
Who is the best at 'Y'?
Where can I find our new logo?
When is the next brown bag call?
When are new trainings happening?
Who's won awards this year?
What is Sean's favorite drink?





What is MYG2G

A gathering place to connect, learn, and discover more about G2G and the great minds that make it great so you can make it better.

G2G social feeds in one place, in real time.

G2G'S SOCIAL FEEDS

Keep on top of the latest news and information that G2G is sharing with our stakeholders, followers and the world across social media.



Get to know more about your co-workers and what their superpowers are to make you better.

Let's get more technical.

Learn more about your co-worker's superpowers, clients, favorite foods and adult beverages.



Kit Nagley

Account Executive

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Tamra McKee

Solution Engagement Lead

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Anthony Smith

Solution Engagement Lead

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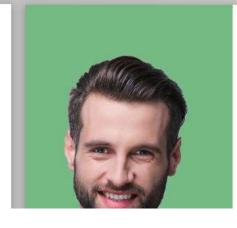
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Debbie Gibson

Unemployed Teen Pop Star

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Sean Maplethorpe

President

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Brian Kunnari

Brand Lead & Marketing

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A place to share employee recognition



Find and download documents, find important links to Teams, see pictures of events and more.

Find important G2G information and download it below.











G2G University

G2G University is where you can learn, at your own pace. From training videos shared by employees, cool articles, solid case studies and more, this is where you will find it all.

Submit URLs, PDFs or files at the bottom of the MyG2G page and they will be added once a week to this site.

Click here to find more in the G2G University folder in SharePoint.

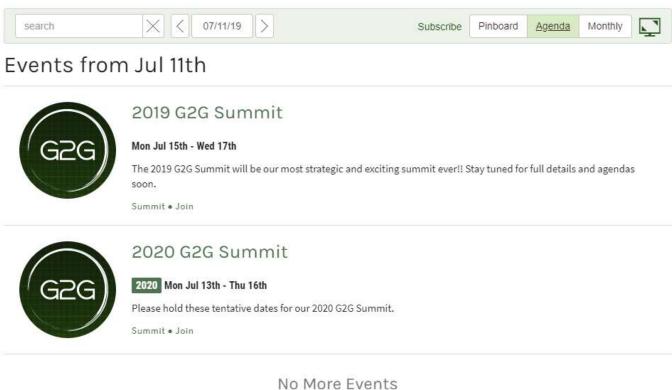






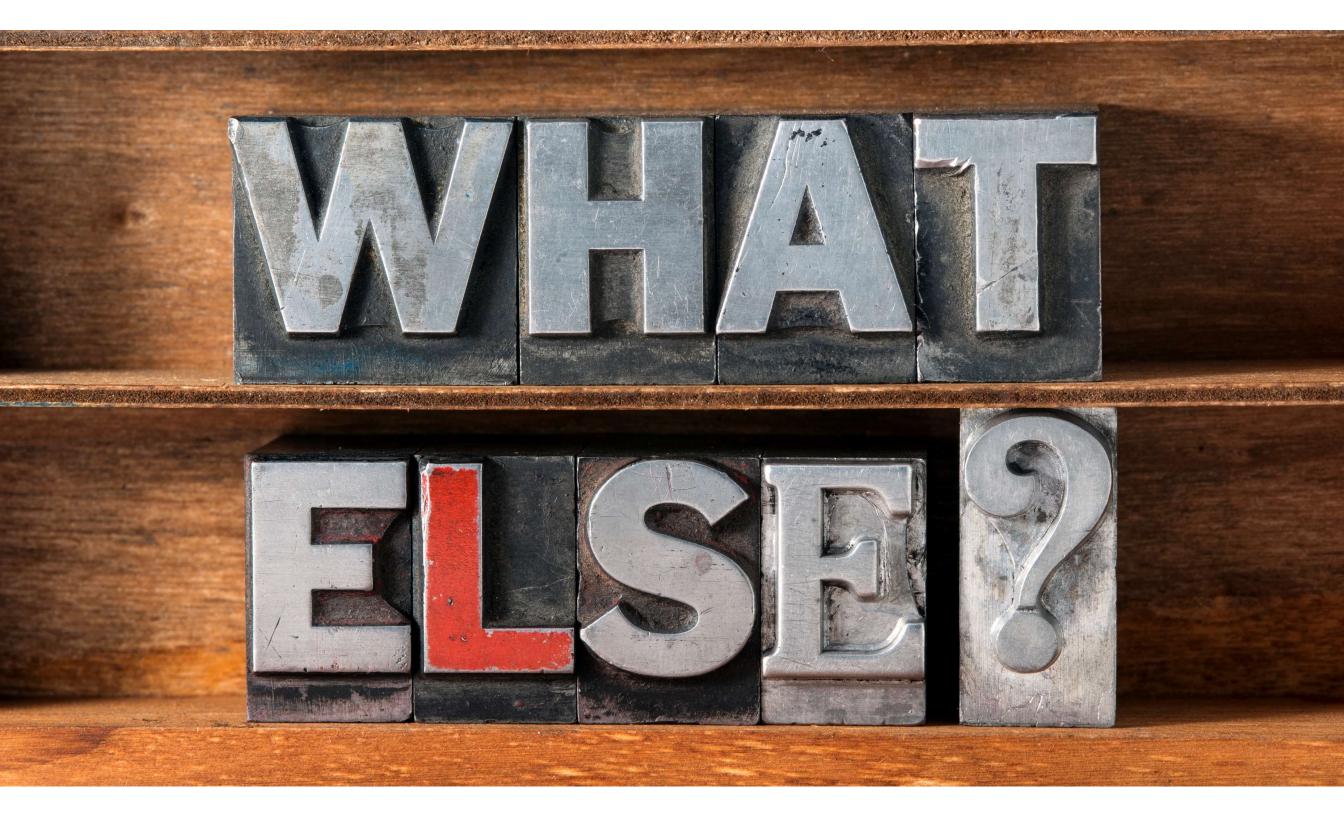


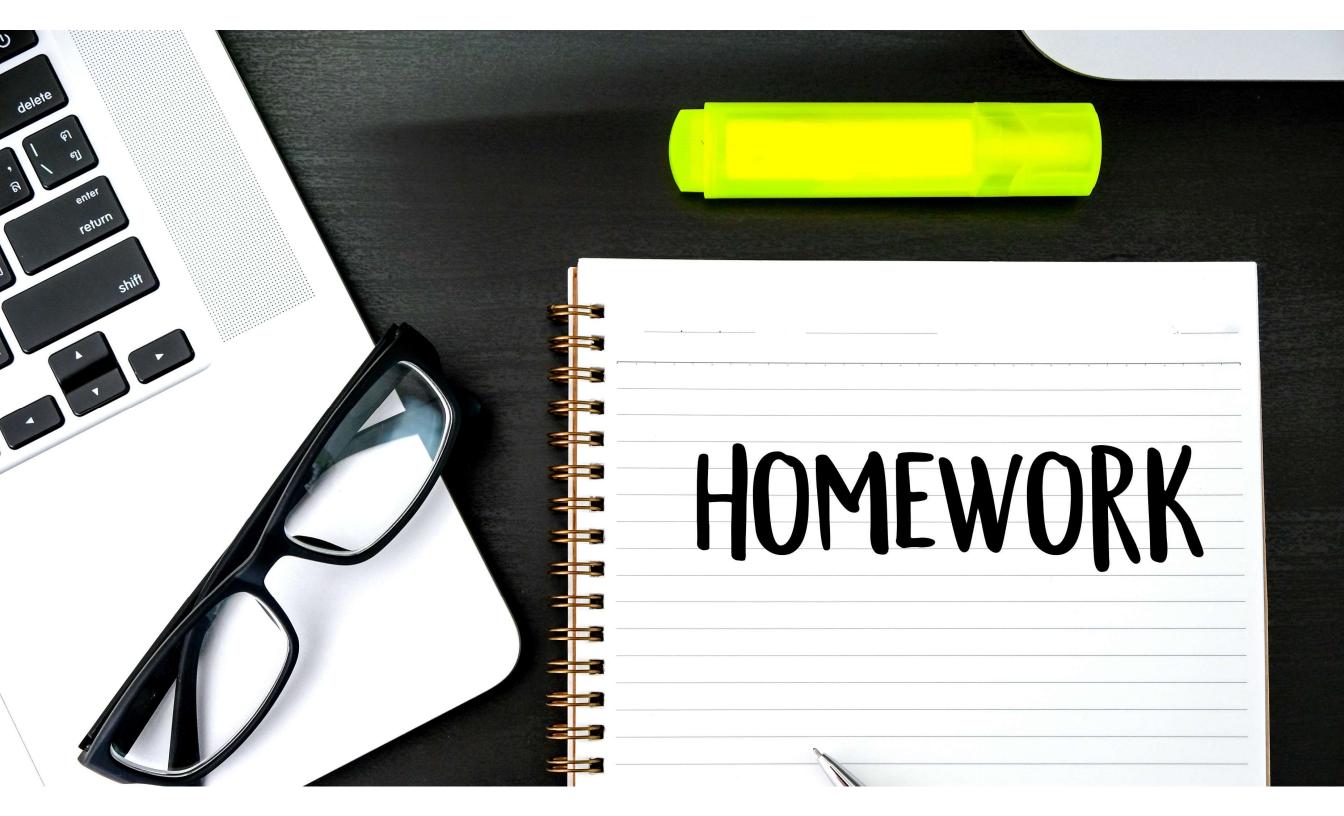
A live calendar with a holistic view of training, events, meetings and more.



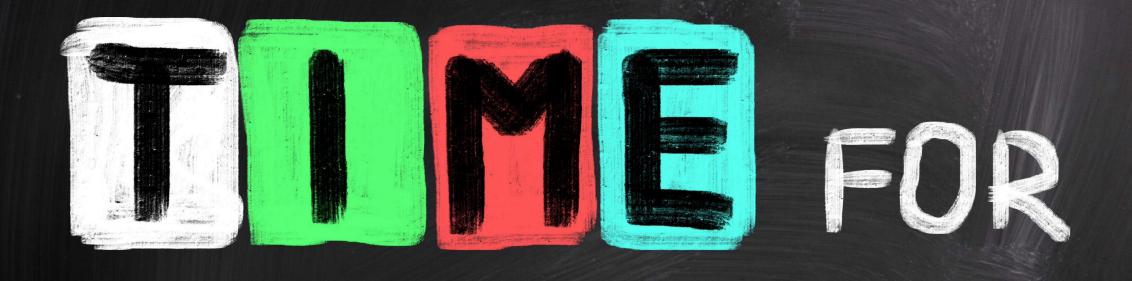
calendar by Tockify











ANAGE EVELOP ELIVER EASURE























MICHEL WEAVER

"Always willing to help her teammates" | "Reliable" | "Gets the job done!" "Has really thrown herself into learning and taking on technical aspects"





OPPORTUNITY IN INCENTIVES







OPPORTUNITY IN THE CAN'T



DO SOMETHING YOU CAN'T

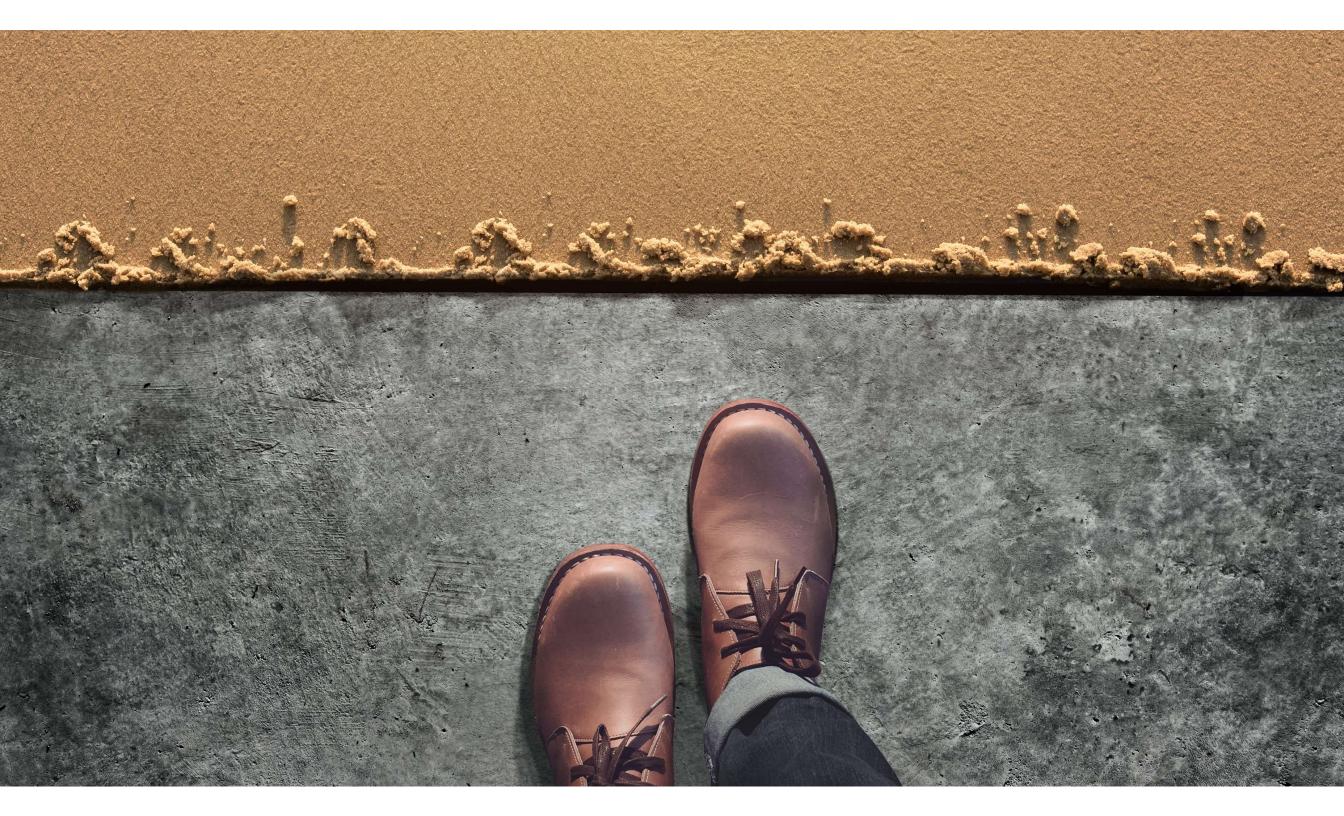


BK3

- •Bring that attitude to work! Do something you can't here to make G2G better, to make you a better employee, to do something you can't for a stakeholder. There are no barriers for you doing great f'ing work. Brian asks Sean "Are they allowed to do this?" "Yes" "Are they allowed to do that?" "Yes", etc so they hear Sean say out loud, "yes and go for it! Reach for greatness!"
- •He introduces Sean back up one last time.

Brian Kunnari, 7/8/2019

WHAT'S STOPPING YOU





SEIZE YOUR OPPORTUNITY NOW

