

# **PURIS CONSULTING CASE STUDY**

## **Veterinary Specialty Hospitals**



VSH came to work with Puris because as a 24-hour specialty and emergency veterinary hospital with 170 employees, their focus has always been to provide the highest quality of care to patients. VSH had recently started focusing more on the experience their clients have with VSH as they pave the way in veterinary medicine, with the goal being to become the Mayo Clinic of the veterinary world. Their issues centered around explaining and integrating successfully the personal brands of over 170 employees who cross paths in a 24-hour setting. Puris provided group training to all staff at VSH, introducing the topic of personal brand management. We then continued our trainings with focus on developing a personal brand that resonates the VSH brand, conflict management and interpersonal skill building across a 24-hour facility.

**Big Result** as stated by VSH: “One of the most significant improvements since the training has been our involvement in community service. We have always taken part in various community events, though our focus lately has been on creating a comprehensive program that allows for and encourages individual participation.

Another significant impact has been the acknowledgement of conflict. Prior to the training, many team members preferred to avoid conflict and hoped the problem would just disappear. While this topic is still a work in progress, we have seen significant improvements in the comfort level with approaching and managing conflicts and confrontations.”

**Personal Success Story** as stated by VSH: “Over the past year, our hospital has taken part in several initiatives to engage our staff in a different way of thinking about themselves and their roles at Veterinary Specialty Hospital. Without a doubt, the training provided by Katy has been the most unique. The training has noticeably impacted and escalated the types of conversations we have about the experience we are providing for our clients. Team members who were initially skeptical about the training are now using terms such as, “Perception is reality.”



## The Louis Law Firm



Big Result As Stated By The Louis Law Firm: “The impact of the community service platform that was built for us by Puris has helped us get into the community, build our brand and get known. Also, the changes that Puris suggested in our office setting has made a huge difference. Katy came down to Florida and suggested we move our office location to a place we could grow into. We are now brand managers 24/7- our brand identity is consistently integrated into our corporate decisions.”

Louis Law Firm came to work with Puris because the firm wanted to grow and needed a clear statement and vision of their personal brand and how it incorporated into a business brand. The firm was looking to differentiate itself from other small law firms in their market in Florida.

Their issues were similar to many law firms we have seen: smaller budget, turn-over of some critical employees, need for more optimal office space due to growing staff. This was all coupled with a strong leader, Skinner Louis, who knew that marketing and branding were the way to go to grow the business, but was not sure exactly where to begin. Skinner is not only a great lawyer, but a dynamic public speaker and public service servant.

Puris worked with the entire law firm employee pool in defining a personal brand that reflected their individuality, complimented each other, reflected the new business brand and worked well with the target market we identified for them. We also worked on adapting this personal brand to integrate into a new business brand that was developing for them, as the firm was newly reinvented due to changes in employees. We assessed the lawyer personal brand strengths and developed avenues of networking, community service and public speaking to increase their visibility and credibility.



## Wardein & Associates: Bank of America/Merrill Lynch



*The Wardein team came to work with Katy because they had a need to refresh and reinvigorate their market presence. They also had a very aggressive growth goal and wanted Puris to make sure they achieved their growth target. Their team had expanded and, as part of the assimilation of new team members, believed that the time was right to discover a new approach to marketing and business development.*

*We worked with them to unearth their natural talents, define their own individual brands, develop a marketing plan and message their team brand out to their target audience with ease. We also worked with them on operational and strategic means to hit their growth goals.*

Big result, as stated by client:

*“Katy is outstanding at guiding us to think differently about our business and, most importantly personally, about ourselves. She allowed us to discover ways to break down self-imposed barriers and inhibitions by allowing us to present ourselves to our clients and others in a more authentic and relaxed fashion.*

*If you want to discover things about yourself and how to use this newly found understanding to more greatly enjoy what it is that you do, the result of which will be in being able to do more of it with people that you enjoy working with, engage Katy and her team.”*

Success story as a result of our work with the Wardein Team:

*“Our team really focuses on client experience and making clients feel like they are part of our family. We have a couple that we work with and we have never met them face to face. They were a referral from a CPA and they were not attached to their previous financial advisor. A couple of weeks ago we were on a call with them and while wrapping up, the wife told Gary that he has such a wonderful team and that she appreciates all of the personal touches. She said our relationship is anything but sterile and she appreciates everything we put in to what it is we do for them. This is important because all of the compliments she was giving were exactly what our mission has been since we started working with Katy.”*