

# MacIver Works

MANAGEMENT CONSULTING

Strategy Consulting for High-Trust,  
High-Performance Organizations

# Overview

- Clear thinking, high-quality writing, and integrated solutions
- Five core services designed to produce measurable outcomes
- Each service enhanced by AI-informed strategic insight

# 1. Strategic Business Consulting

- Business diagnostics, market analysis, implementation roadmaps
- Enhanced scenario planning using AI tools
- Outcome: Practical clarity, stronger positioning, and results

## 2. Writing That Moves Business Forward

- Speeches, op-eds, ghostwriting, brand storytelling
- AI-assisted drafting and messaging systems
- Outcome: Communication that sharpens vision and builds influence

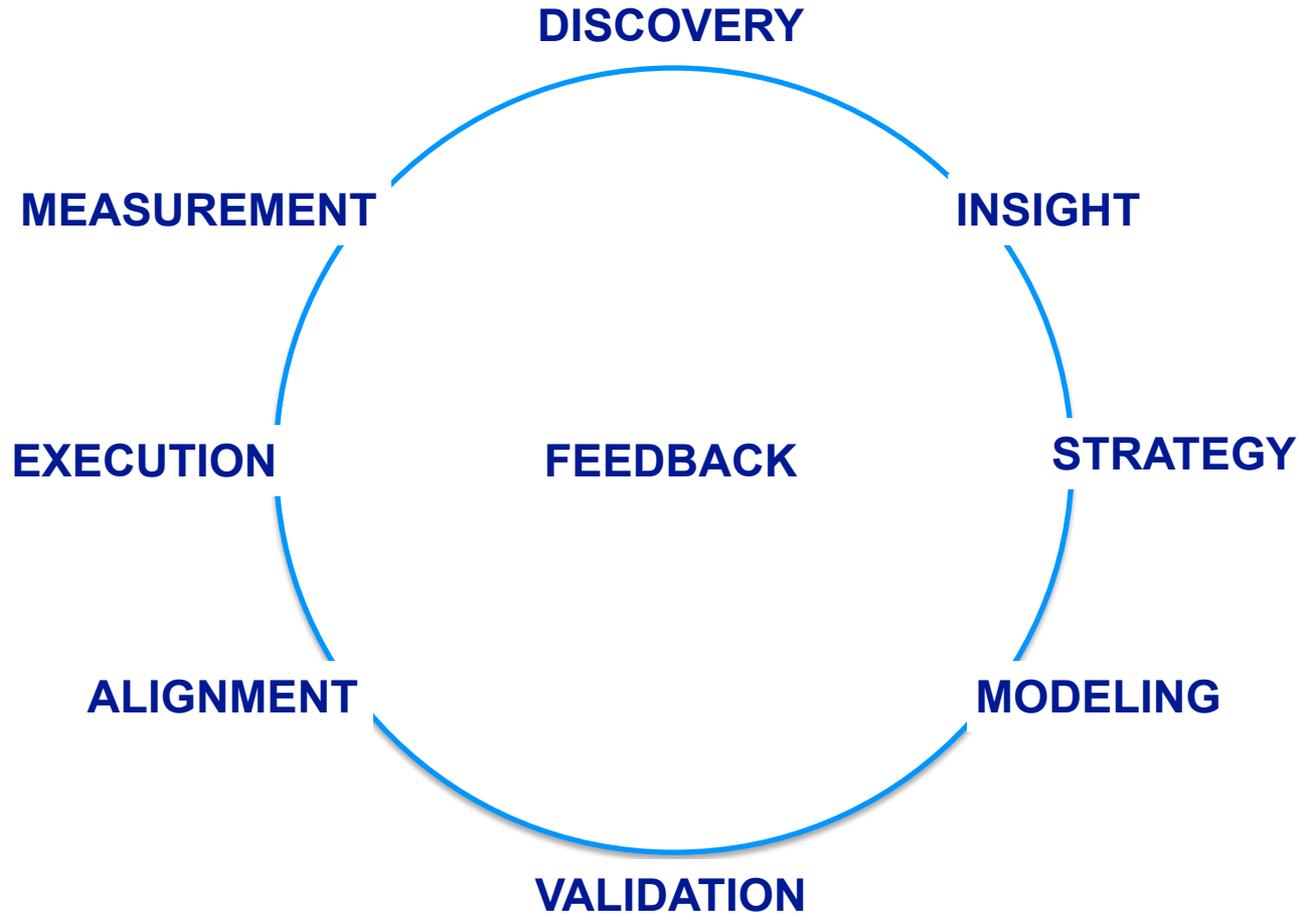
# 3. Integrated Marketing Communications Systems

- Brand architecture, CRM, and messaging integration
- AI tools for segmentation, automation, and optimization
- Outcome: Consistency, scalability, and strategic execution

## 4. Business Planning & Frameworks

- Strategic business plans based on real-world listening
- AI-enhanced modeling and plan validation
- Outcome: Execution-ready plans with built-in accountability

## 4a. Business Planning as a Living Process



## 5. Organizational Design & Operational Alignment

- Team structure evaluation, systems optimization
- Culture alignment and AI-enabled diagnostics
- Outcome: Faster, clearer, more adaptive organizations

# Who We Work With

- Mid-market businesses seeking transformation
- Visionary founders and leadership teams
- Private equity firms and mission-driven institutions

# Selected Case Snapshots

- Aflac: Marketing restructure and brand repositioning
- Deloitte: Ghostwriting and culture-forward content
- Startups: Strategic planning and funding alignment

# Approach & Methodology

- Diagnose with precision, identify leverage points
- Translate into action, stay engaged through execution
- Outcome: Strategy that moves business forward

# Pricing Structure

- Strategy Session Intensive: \$900
- Hourly Rate: \$125/hour
- Flexible engagement models: Project, Retainer, Fractional
- Discovery cost always included
- AI Advisory available upon request

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## Let's Build Something That Lasts

*Quiet excellence always finds its audience.*

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