



a **SYNEOS HEALTH** company

GSW STRATEGIC PLANNING METHOD & TOOLBOX

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Purpose

Provide a comprehensive, yet flexible, strategic planning method and toolbox that supports consistent application of all GSW and Syneos strategy disciplines across the full planning lifecycle

METHOD PHASES



1. IMMERSE



2. CRYSTALLIZE



3. IMAGINE



4. ACTIVATE

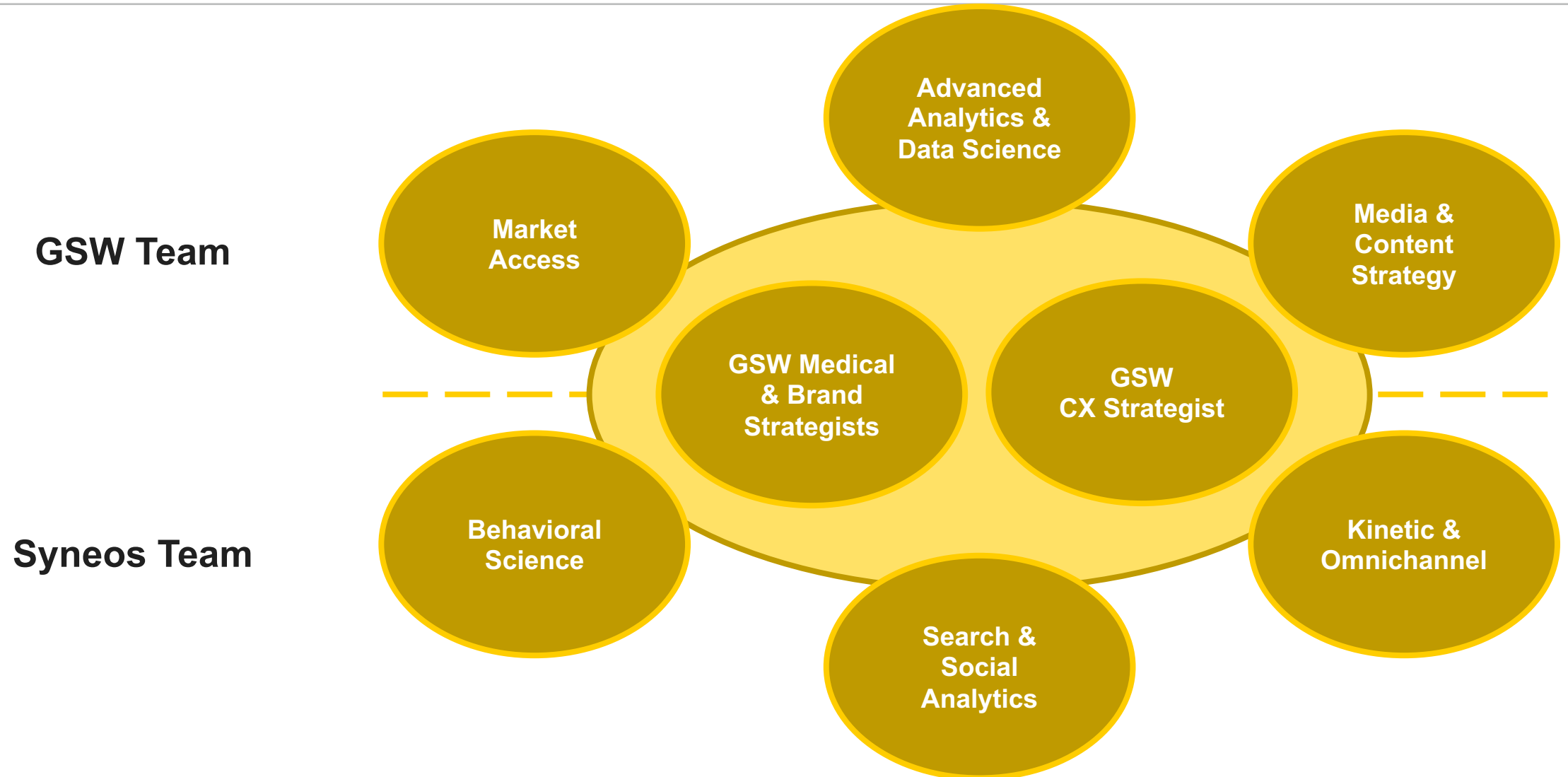
GSW'S INTEGRATED STRATEGY TEAM

GSW's strategy team is an **integral part** of the process the agency uses to plan, create and implement creative, marketing and communications programs for our clients

The team includes multiple strategists with unique skill sets to meet the **specialized needs** of our clients across every stage of the strategic planning process, and the life science product lifecycle:

- Brand strategists
- Medical strategists
- Experience strategists
- Behavioral scientists
- Content strategists
- Market access strategists
- Media and omnichannel planners
- Data scientists
- Social media and SEO experts

INTEGRATED TEAM STRUCTURE



METHOD IN A PAGE

