



## PHILOSOPHY

Fierle Strategic Communications specializes in thought leadership and aligning executive communications with all aspects of internal and external communications.

A vital component of a successful communications strategy is the ability to create and articulate foundational messaging that effectively conveys a narrative rooted in the purpose, values, and objectives of an organization. Fierle Strategic Communications is the perfect solution to making communications a priority for your company. We ensure that a flow of consistent and regular communication that emanates from leadership is delivered across a range of platforms to all internal and external stakeholders and audiences.

Strong communications processes are essential for an organization to reach its full potential. Fierle Strategic Communications provides access to an experienced C-Suite executive without the significant investment of adding the role as a permanent part of a leadership team.

## ABOUT PETE FIERLE



Pete Fierle (*pronounced, "Fear-lee"*) founded Fierle Strategic Communications to use his experience and wisdom in the field of strategic communications and leadership to help and inspire others. He is an experienced senior level executive who has consistently demonstrated exemplary skills.

As a servant leader, Pete possesses a collaborative and inclusive management style developed during a distinguished career. He leads by example and has been called the ultimate team player as well as an executive with high intelligence but a "below average" ego.

### Professional Profile

*by Know Your Strengths™*

- Focuses on process and structure
- Strong leader who exemplifies trust
- Realist & pragmatic
- Very loyal to anything he hooks his heart to
- Communication style exudes sincerity & passion
- Good listener
- Embraces productive conflict; Does not tolerate drama
- Leads by example





## MISSION

Create and align a flow of effective and high-quality communications that empowers organizations and individuals to experience sustained growth.

## CORE VALUES

Integrity  
Civility  
Encouragement  
Trust  
Excellence

## SERVICES

- Communications Strategies
- Thought Leadership & Executive Communications  
(Support, counsel, and crafting of key communications for CEOs and leadership teams)
- Writing, Ghostwriting, Editing, Proofreading & Other Content Generation  
(Press releases, articles, blogs, scripts, speeches, newsletters, reports, correspondence, and other editorial materials)
- Spokesperson & Public Speaking
- Culture Strategy
- Public Relations
- Media Relations
- Crisis Communications
- Website Management
- Social Media
- Facilitate & document debriefing sessions
- Event & Presentation Preparation
- Research

## PERSONAL BLOG

A terrific way to get to know Pete Fierle is to check out his blog, “Random Somersaults” ([www.FierleComms.com/blog](http://www.FierleComms.com/blog)). You will gain insight into how he processes information through this less formal and creative style of writing. The blog, a blend of topics from personal and professional experiences, has been described as “fun and informative” and “what fun to meander through ideas and streams of consciousness.”

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