

# Who is Pam Holloway?

## Scanner, Information Gatherer & Strategic Partner

If you want someone to help you understand the landscape, get inside a market, an industry, a geography or an organization, that's me. I am continuously reading, dialoguing and scanning the environment for new and better ways to do business. I am:

- Able to take in vast amounts of information, process it, adapt it, and apply it to specific situations, contexts and groups
- See patterns, trends, transitions and opportunities
- Able to "bring to the table" an endless supply of insights and ideas

## Mapmaker and Toolmaker

Tell me where you want to go and I'll build the map and toolkit to get you there. I can help you:

- expand or grow your business
- design or create a new product or service
- find the perfect job or perfect client
- deliver on an organizational or personal objective
- clone yourself and what you do in order to sell it and/or engage others to deliver the same results



## Elicitor, Thought Partner and Communicator

Have something to say but don't know how "get it out of your head" and into a format you can share? Maybe not even exactly sure that your message is and need help putting it all together. Maybe you can tell the story but not in a way that is compelling and transferrable.

- I know how to ask the right questions to get to the core of what it is you want to express
- I know how to edit the "braindump" to extract the critical elements
- I know how to put the critical elements together into a story or message that resonates with your target audience and achieves your objective.

## Translator

Entrepreneurs, Intreprenuers, subject matter experts, and techically minded people love me. They naturally gravitate to me and share their ideas with me. They trust me to help them develop their ideas and direct them in the marketplace and translate their vision and techno-speak into investor, customer and organizational language. See next page for a model of what this role looks like along with specific deliverables.

# From Concept to Sustainable Business

My specialty is eliciting technical knowledge and translating it into tangible Investor, Marketing and Operational materials

