

## NEW OUTSIDE/IN MESSAGING DRIVES GROWTH FOR RECRUITING TECHNOLOGY INNOVATOR

How rebranding, messaging updates, team training, and executive coaching helped TaTiO create clear messaging and outpace the growing pains of a industry innovator.



### AT A GLANCE

#### Challenges

- Broad capabilities were hard to communicate quickly
- Messaging was focused on technology and not concise benefits
- Old branding didn't fit the company story
- No internal cohesion on impactful value props

#### Outputs

- New corporate branding
- Concise messaging that focused on customer benefits
- All TaTiO leaders speaking the same messages
- Visuals, talk-tracks, and concepts that make sense to partners, customers and prospects
- New website branding and messaging

### MAYA'S STORY

We had most of the challenges that small tech companies always seem to have. We were so enthusiastic about our technology that we always wanted to talk about our products. We were using branding that we had outgrown. And our messaging depended on who you spoke to on what day. We weren't on the same page and needed to get that fixed.

Our technology takes a new approach to recruiting for high-volume jobs and prospects often don't see why new can be better. I knew we needed a simple, short, clear, and impactful what of explaining what we did. What I learned from INTRIGUE is that it's not about WHAT we do, but HOW what we do affects our clients. We needed to change the way we looked at messaging. From inside/out to outside/in.

During our initial meetings we realized we needed to bring Robert into our re-branding process so that everything fit together. We started with our core messaging and then our sales and partner presentations. We were pulling concepts out of meetings and implementing them on our website immediately because the ideas improved how we communicated to the market and we didn't want to waste any time in increasing our impact.

We field tested nearly everything to make sure messages were landing. And there were. Every time I went out and tried our new ideas with partners, prospects, and industry professionals the response was the same...

Our messages were shorter, clearer, and more impactful.

Robert and my team connected immediately, and we discovered not only a brilliant and creative person but also a passionate human being that went above and beyond to create stories, visuals, and messages that we would feel connected to. The process we did together was extremely beneficial for all of our team, we learned to talk better about our mission and solutions in a way that not only increased sales (we closed deals way more rapidly after the new pitch) but also connected all the team to our mission and core values.

The process was deep, interactive, and fun! One of the best services I used in our journey as an early-stage start-up.



*INTRIGUE was recommended to me by a CEO that I know who had great success working with them. After our first call with Robert I knew that I had found the right person to help us take the next step in our growth. During our project I kept seeing new challenges where INTRIGUE could add value and the answer was always, "Yes, we can do that."*

**Maya Huber, PhD**  
**Co-Founder & CEO**

TaTiO