



# MEMORANDUM

**To:** Fred Cook, CEO of Golin Harris

**From:** Jami Jacobs, DePaul Graduate Student

**Date:** 8 October 2015

**Subject:** Golin Harris G4 Model

Change is a constant in the PR world, but the corporate ladder model has remained the same. Recently integration has been key in campaigns, yet the job positions remained exclusive. The new Golin Harris G4 Model takes each of these successful PR strategies and applied it to itself. On that I must applaud you.

You saw that clients want insight, ideas, and engagement, which is found through integration. So your restructure did just that. It built four communities that are each unique but built to integrate with one another.

- Strategists: the big picture thinkers
- Creators: the idea generators
- Connectors: the external world explorers
- Catalysts: the client relationship builders and the executors

After taking the G4 Assessment, I was found to be a catalyst, followed by a creator, and I agree. While I believe I fit into those categories, I also know that I didn't fit into just one. The whole idea of the four communities is the integration--that not everybody fits into just position with only one direction to move. This allows for everybody's ideas and insights to go into a "wow" campaign for a client.

Other firms have been working on this strategy, such as Trier and Company or Zapwater. As smaller companies, they rely on the integration, and it works for them. However, as a big agency, I'd like to see how the G4 model affects the success of Golin Harris.

Please contact me with any progress results you may have on campaign success, productivity among staff, etc.. with the G4 model. Gaining such insights could be "revolutionary" to the PR world, with Golin Harris at its front.