

► **PORTFOLIO**
Richard Bloch

Client:
RHK Telecommunications

Media:
Brochure

Objective:
Promote high-level executive consulting

RHK Telecommunications is one of the telecommunications industry's leading analysts. The Executive Strategic Partnership program (ESP) is the company's premier advisory services designed to advise CEOs of leading telecom firms.

This brochure was created to brief CEOs on what they could expect from the service. Created around a concept of appropriate quotations, this piece was designed to convey a feeling of exclusivity.



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(Page 1)

RHK Executive Strategic Partnership

(Page 3)

*“Only he who can see the invisible can do the impossible.”
-Frank Gaines*

(Page 4)

*“A businessman’s judgment is no better than his information.”
-Robert P. Lamont*

(Page 5)

Personalized support from trusted advisors. A premier level of access.

The global telecommunications industry is at the corner of technology transformation, rising competitive pressures, complex business and regulatory dynamics, new global influences, and unrelenting financial forces. Internal due diligence and analysis provide a good foundation for business decision making, but where can you go for vision, guidance, and competitive perspectives that relate to your specific business?

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Welcome to the Executive Strategic Partnership program (ESP) – RHK’s exclusive customized advisory service designed to serve a select group of executives from the telecommunications industry.

As a member of ESP, you will benefit from a unique level of one-on-one access to RHK’s most senior advisors, so you can leverage all of the talent, information and expertise that are hallmarks of RHK.

ESP provides access to expertise beyond that available in the public domain. With individualized guidance from a senior strategic advisor, your ESP membership will help you obtain the advice and counsel you need to meet your goals today – and well into the future.

A truly customized approach to meeting the core challenges of your business

(Page 6)

*“If I have seen farther than others, it is because I have stood on the shoulders of giants.”
-Sir Isaac Newton*

(Page 7)

A unique perspective.

The ESP program gives you an independent view of the future. Drawing on decades of operational and technical expertise, our senior advisors will help you interpret the market dynamics that could ultimately change your business. ESP goes “beyond the numbers,” examining key issues, and exploring new ways to meet your strategic challenges.

Through one-on-one dialogue, we’ll help you expand your view of the industry and uncover new thinking about your business, your competition, and your customers. Armed with information that goes well beyond traditional sources, we’ll help you and your team:

- Look into windows of early-stage technologies to understand the hidden challenges and opportunities
- Explore network transformation strategies and implications for the future
- Understand how over-the-horizon industry drivers will influence your business
- Examine liquidity trends that drive the telecommunications industry
- Identify disruptive technologies that could change planning and direction

Client:
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Media:
Brochure

- Acquire key critical insights into demand drivers and their influence on traffic patterns

A 360 degree of your business and its potential

(Page 9)

Trusted guidance and vision.

Over the past ten years, RHK has become the trusted source for delivering unbiased analysis, scenario modeling and problem solving frameworks for the telecom market.

Working with leading-edge start-ups to multi-billion-dollar multinational carriers, RHK has helped support hundreds of companies worldwide. Our unique combination of telecom specialization, global coverage, and in-depth technical understanding has made RHK the first-choice provider of business advice and intelligence.

RHK is committed to your business success. As a member of the ESP program, you will have the information you need, when you need it.

A strategic partnership at the highest level

(Page 10)

“On the clarity of your ideas depends the scope of your success.”
-James Robertson

(Page 11)

Signature benefits of ESP membership.

As a member of this unique forum that serves CEOs only, ESP offers the chance to develop a dialog with RHK’s senior analysts and benefit from:

- Privileged access to the RHK Knowledge Network: Industry leaders and executives worldwide call on RHK for its breadth and depth of research, analysis and strategic advice.
- Keen vision and perspective: RHK regularly publishes thought-provoking commentary presenting innovative views, critical thinking, and key insights into the telecommunications industry.

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Media:
Brochure

- Rapid response: As an ESP member, your senior advisor is only a phone call away, so you can feel free to call and discuss issues of concern to you.
- A true partnership: By integrating RHK's expertise into your enterprise, you can now link our top talent directly into your business initiatives and strategies. An ESP partner will be designated as your personal liaison with RHK.

This unique partnership with RHK is offered only to a select number of executives by invitation only – and offers a privileged forum for you to connect with other leaders and executives through a variety of special ESP events and activities.

Premium service and privileged access to senior advisors

(Page 12)

“I do not believe you can do today's job with yesterday's methods and be in business tomorrow.”
-Nelson Jackson