

MPK&D PHILOSOPHY

MPK&D will listen and seek first to understand institutional culture and norms to ensure not only that mission is preserved and protected, but that institutional culture and traditions are respected and honored. *This is how we will approach our work.*

MPK&D understands the power of communication to influence and engage stakeholders and will ensure a solid communication strategy is planned and executed that maintains transparency and promotes trust. *We will help institutions be thoughtful, strategic and straightforward in managing their communications to shape a strong and compelling narrative and avoid all surprises.*

MPK&D knows that change is challenging and can be disheartening if not managed with extreme care. Change can be a source of energy and transformation if presented as a pathway to a newly defined future, strong mission and clear outcomes. Our work will be in the context of positive transformation for institutional strength. *This is an attitude we bring to everything we do.*

MPK&D understands that the real work—the execution of the planning to deliver the results needed—falls clearly on the doorstep of the institutional leaders. We are strategic partners in shaping and delivering a plan that will be embraced and supported with enthusiasm. We understand that this is the institution's plan and will provide advice, support, and counsel to deliver the best possible outcome for the institution's future. *We will be realistic about the institution's ability to execute.*

