



**Your employees and customers—
more fulfilled.**



We believe you can lead your employees and customers to more fulfilling lives—and we want to help you do it. We're passionate about supporting leaders because we recognize how important their role is in the lives of those they lead.

We see you as the hero in their story. *You be Batman, we'll be Robin.*

We have spent nearly two decades helping leaders avoid an uncommitted, disengaged workplace and marketplace by leveraging the unifying power of culture. We eliminated the gap between employee satisfaction, customer loyalty, brand design and marketing strategy by acknowledging that all of them stem from culture.

We can unify your tribe and elicit a sense of pride and enthusiasm around your organization.

But we can't do it without you, Batman.

Consider this your Bat-Signal. *Will you answer the call?* Robin is standing by...

A handwritten signature in blue ink, appearing to read 'JC', with a long, wavy horizontal line extending to the right.

Jeremy Caruthers, Founder
Caruthers Consulting Collective

A tribe is a group of people bound by culture.



**Your organization is a tribe of
employees and customers.**



**We help leaders avoid uncommitted and disengaged tribes
by leveraging the unifying power of culture.**

Empathy first.

We've developed an approach to branding and marketing that forces you to first look outside of your organization to the preexisting culture that binds your tribe.

Empathy empowers you to unite with your employees and customers by:

- 1. Acknowledging and sharing motivations**
- 2. Effectively communicating**
- 3. Engaging in meaningful traditions**

**People won't care about your organization
until you prove that you care about them.**

**You prove you care by providing a space for their culture to be
freely expressed and fully manifested.**



The best coffee ever!

Recently, I was served the “best coffee ever.” At least that’s what the receptionist called it as she handed me my first cup of Black Rifle Coffee Company brew.

It was, indeed, a good cup of coffee. Was it the best I’d ever had? I don’t think so. I actually don’t know which cup of coffee that I’ve had is the best. I’ve had thousands of cups of coffee and I don’t think I could ever be so confident to say of any of them, “This is the best coffee ever.”

But the receptionist is that confident. Black Rifle Coffee Company is *the best coffee ever*.

Is that true? Is it?

Here’s the thing: *it doesn’t matter*.

And oddly enough, it doesn’t matter the most to the people that actually buy it and drink it!

Black Rifle hasn’t been so successful just because of their coffee. They’ve thrived by masterfully leveraging culture. They’re passionately adored and regularly consumed by members of their tribe.

Black Rifle says explicitly on their website: “We serve coffee *and culture*.” They go on to say, “We stand for more than high-quality coffee. We are a Veteran-founded business operated by principled men and women who honor those who protect, defend and support our country.”

The story Black Rifle tells is America, patriotism and freedom. *The coffee is just a footnote.*

The receptionist’s patriotic tattoos and intermittent conservative political commentary were enough to help me understand her love of Black Rifle coffee. Upon leaving, I noticed a car in the parking lot covered in pro-gun stickers. One sticker stood out: a black sticker with big white letters on it that read, “COFFEE.” In fine print: “Black Rifle Coffee Company.” I’d bet a lot of money she drives that car.

Black Rifle is helping that receptionist be who she desires to be. They make it possible for her to buy coffee, tell her story and protect her beliefs all at the same time. She’ll never buy another brand of coffee again. Why would she? All the others are just coffee. Think about it: how many Folgers bumper stickers have you ever seen? When she says, “Black Rifle is the best coffee ever,” what she’s really saying is, “Black Rifle cares what I care about.” She feels connected, seen and fulfilled when she buys K-cups! That’s a beautiful thing.

Culture creates these powerful bonds. In the marketplace, this type of bond can survive a Great Depression. In the workplace, it can withstand the current Great Resignation. Tribes offer safety and stability in an unpredictable, chaotic world. And that’s better than any product or service you could offer a customer and it’s the ultimate benefit you could offer an employee.

WHAT WE DO



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We work with your organization to create a Tribal Bible - the definitive guide for masterfully leveraging culture to create powerful bonds with your employees and customers.



Tribal Bible

Your *Tribal Bible* has four comprehensive chapters.

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- 1. Culture Analysis**
 - 2. Culture Strategy**
 - 3. Branding**
 - 4. Marketing**

The Process



1

Culture Analysis

Discover and define your tribe's preexisting culture.



2

Internal Culture Strategy

Create the strategies to manifest and manage this culture within your organization.



3

Branding

Develop and design your organization's brand to deeply connect with your tribe.



4

Marketing

Create the marketing content and strategy that will maximize your tribe's engagement.



**ACHIEVEMENT
UNLOCKED**



**You've completed all four chapters
and created your *Tribal Bible*!**

The Culture Analysis focuses on discovering and defining the Three Components of your tribe's culture.*

These are used as a blueprint to construct everything in steps 2 through 4.

***This is starting with empathy.**

Motivation

values and beliefs

desires and goals

mission and vision

purpose and why

Communication

verbal and nonverbal language

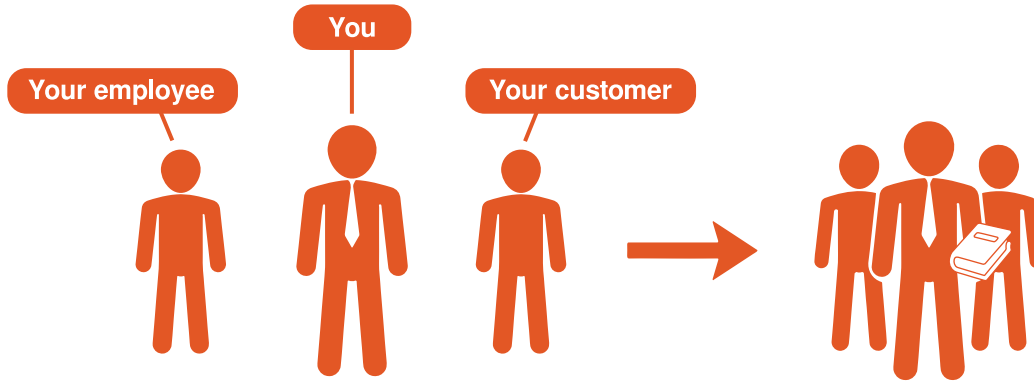
spoken word and written word

gestures and symbols

Tradition

rituals and rules

norms and expectations



The *Tribal Bible* brings you all together.

START NOW

- 1. Contact us to setup an appointment.**
- 2. Allow us to create a customized plan for you.**
- 3. Let's execute the plan together.**

Contact information on the back of this booklet!



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Other services:

Leadership, Employee Satisfaction, Branding and Marketing Consulting

Sales, Conflict Resolution and Creativity/Innovation Seminars

Website/Social Media Design and Management

Video and Podcast Production