



Research-Fueled Insights

Insight-Driven Strategies

Strategy-Powered Leadership

WE BUILD THOUGHT LEADERS

FOSSICKER

fos·sic·er | 'fäsik/er
(noun)

One who searches for gold or gemstones typically by picking over abandoned workings.

Origin: From the English dialect; fossick (verb) which means to 'obtain by asking.'

We uncover what others overlook.

ABOUT THE FOSSICKER GROUP

We are a woman-owned research firm who builds thought leaders and inspires paradigm shifts in diverse industries across the globe.

Data is data. We mine insights, and put them to work.

We turn precious insights into priceless stories that have the power to galvanize your industry and unleash the greatness that lies deep inside your organization.



NOT JUST THOUGHTS. *LEADERSHIP.*

Thought Leadership is NOT:

- a dusty binder on a shelf
- rehashed industry intel
- boring, bland, status-quo
- a jumble of charts & graphs

Thought Leadership IS:

- new knowledge
- provocative, engaging, inspirational
- effective at moving people to action
- purposeful and productive



TURNKEY & COMPREHENSIVE

When it comes to building thought leaders, we do it all.

From hypothesis formulation to data visualization, report creation & beyond, we offer a **comprehensive, turnkey process** for transforming insights into opportunities for revenue growth, earned media, product marketing, and industry leadership.





**LET'S GET
GRANULAR**

RESEARCH- FUELED INSIGHTS

Our offering centers around a primary research study that produces new industry knowledge & advances your business objectives.



Primary Research Study

Through collaboration and deep listening, we work with you to identify your current state, pain points, and business objectives. From there, we develop a hypothesis, design, program & field a survey, and determine a shared vision for public consumption of the research findings.



Analysis Plan and Release Roadmap

To ensure that no stone goes unturned, we formulate an Analysis Plan that guides the data mining and exploration process. Extracting precious insights is valuable, but effective communication of those insights is priceless.

The Release Roadmap charts a path for taking full advantage of the study—from teasers and infographics to Executive Op-Eds, a good study has legs. Orchestrating a successful drop is just the start.



INSIGHT- DRIVEN STRATEGIES



A Distillation of Findings

Our Distillation of Findings presents the data through multiple lenses (e.g. demographics, firmographics) and includes a topline report, tables & crosstabs, and an Insights Deck. Because your perspective and subject matter expertise informs our analysis, a shared understanding of the data is invaluable for extracting insights.



A Polished Report/White Paper

As a form of storytelling, data should provoke, engage, and inspire. Regardless of how valuable the data is, no one wants to spend their time combing through a bunch of dry charts and numbers (except Amardip). We adopt your brand voice and visuals to produce a bold, eye-catching report that forges the future landscape and positions you as a true thought leader.



STRATEGY- POWERED LEADERSHIP

Sending out a few Tweets about your report isn't enough to make you a thought leader.

Leadership is about embodying insights and driving their adoption, internally and externally.

We can help you there.

Ghostwritten articles and op-eds enhance the credibility of company executives and prime them for speaking engagements, podcast appearances, and further media inquiries.

Infographics are the omnichannel format of choice. Graphics are a shorthand method of storytelling that resonates with visual learners, social media users, and younger audiences.

Webinar Support & Presentation Decks can be tailored for specific audiences and use-cases on an ongoing basis. This combined visual, narrative, and spoken format provides the ultimate storytelling flexibility.

Segment-targeted reports and/or sales collateral with curated study findings for specific audiences (e.g. regional or industry) and/or mini-white papers that further distill findings (2 pages, market ready) offer additional ways to communicate insights with niche markets.



IMPLEMENTATION ROAD MAP

Leadership requires planning. In order to gain traction, you need a media and communications strategy for releasing your thought leadership report. We recommend a 3-phased approach.

PHASE 1: PRIME YOUR AUDIENCE

Build interest and drive engagement with your brand *via* story fragments and snippets of data in varying formats (e.g. blog posts, Tweets, IG Stories, and articles/op-eds).

PHASE 2: OWN THE CONVERSATION

Release your report, amplify its findings, and drive the conversation. Utilize varied storytelling formats (mini White Papers, webinars, infographics, etc.) that reframe the story through additional lenses.

PHASE 3: CRYSTALIZE YOUR POSITION

Keep the momentum going. Remine the data for additional gems and release fresh content. Dig deeper into sticky topics that are resonating with your audience. Align sales and marketing collateral with insights to tell a coherent brand narrative.



NOT SUBJECT MATTER EXPERTS. *THOUGHT PARTNERS.*

What makes us valuable?

- We transform subject matter experts (people like **you**) into thought leaders. Maintaining an outsider's perspective gives us the proper distance to position you and your report for widescale public consumption. You know what matters to industry insiders. We make it relevant for *everyone*.
- We're the full package. Our entire team of strategists, researchers, writers and designers helps formulate and execute your thought leadership strategy in-house from start to finish.
- We're sophisticated businesspeople.
 - Raised over half a billion dollars
 - Successfully turned around 16+ failing enterprises
 - Launched 20+ companies of our own
- We're collaborative; we embed with your team. We're not looking for clients. We're looking for thought partners who want to grow their business *with and through* us.



WE DIG DEEPER, SO YOU CAN RISE HIGHER

Our diverse team is based throughout North America—from Toronto to Texas. Though we're separated by thousands of miles, we're united by shared values, and a hunger for uncovering what others overlook.

Anardip Minhas
Head of Storytelling
& Excavation

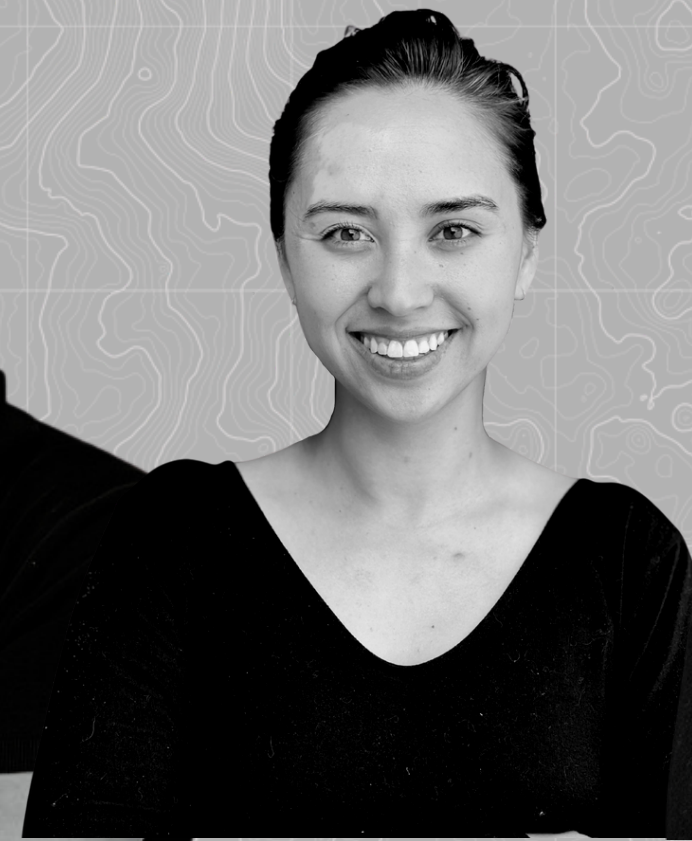
Anthony Naglieri
Head of Company Vibe
& Customer Wow

Christie Zwahlen
Head of Ideas
& Written Words

David M.M. Taffet
Head of Strategy
& Inspiration

Indy Li
Head of Pixels
& Perspective

Seth Weiss
Head of Schmoozing
& Coin





"Too often we let our thinking and our beliefs about what we 'know' prevent us from seeing things as they really are."

Jon Kabat-Zinn



The Fossicker Group

We Build Thought Leaders

thefossickergroup.com

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AMARDIP MINHAS

Head of Storytelling & Excavation
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***Amardip** is the point person for research and insights. His careful listening and thoughtful communication helps clients surface the questions that need asking and understand the framework for evaluating it.*



BS, Economics & Math

AREAS OF EXPERIENCE

5G communications & security
B2B Technology Services (e.g. Site Search, Printing and Packaging technology, etc.)
Blockchain, Cryptocurrencies & Traditional
Cloud infrastructure
Commercial real estate
Customer Experience Strategy & ROI
Data storage
DevOps
Executive Leadership Strategy (e.g. CMO advice/strategy)
Fast food / QSR
Global trends for mid-sized Private companies (operations, strategy & finance)
Human Resources Trends & Strategy
Medical devices
Network & Cloud security
Organizational Digital Transformation Strategy
Payments(e.g. payment processing, payment services)
Remote work
Semiconductors
Technology Trends & Strategy
Trends in Mergers, acquisitions & divestitures

[Learn more about Amardip on LinkedIn](#)





ANTHONY NAGLIERI

Head of Company Vibe & Customer Wow
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***Anthony** is our primary project manager and PR lead. He is responsible for managing the daily rhythm of our business. You should expect no stone to be left unturned in his relentless pursuit of customer success.*



MA, Public Administration
BS, Business Management

AREAS OF EXPERIENCE

Change Management
Community Outreach
Crisis Communications
Earned Media
Environmental Conservation
Focus Groups
Global Mobility
Higher Education
Integrated Communications & Marketing
Internal Communications
Managing Dispersed Teams
Management Information Systems
Nonprofit Management
Organizational Messaging & Positioning
Professional & Collegiate Athletics
Program Development & Management
Public Diplomacy
Public Relations
Qualitative Research Methods
Refugee Resettlement
Reputation Management
Strategic Communications
Youth Development and Leadership

[Learn more about Anthony on LinkedIn](#)





CHRISTIE ZWAHLEN

Head of Ideas & Written Words
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Christie is our writer, editor, and big idea generator. No significant piece of writing leaves our shop without receiving her sign-off. She crafts White Papers, articles/op-eds and reports that tell data-driven stories for nerds and non-data heads alike.



MA, English, Literature & Rhetoric
Graduate Certificate, Asian &
Asian American Studies



BA, English Language &
Literature

AREAS OF EXPERIENCE

Civic & Community Engagement
Community-Based Research
Community-Engaged Learning
Corporate Social Responsibility
Cultural Studies
Curriculum Design
The Digital Divide
Diversity, Equity & Inclusion
Experiential Education
Grant Writing & Management
Higher Education Management
Leadership Development
Nonprofit Management
Organizational Development
Philanthropy
Race, Gender & Identity
Research in the Humanities
Underserved Youth Interventions
Volunteer Programs

[Learn more about Christie on LinkedIn](#)





DAVID M. M. TAFFET

Head of Strategy & Inspiration
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David embodies the credo "dig deeper." As a Venture Builder and Executive Whisperer, David ensures that your project meets business objectives and spurs growth. He asks incisive questions and inspires new ways of thinking.



Juris Doctor



BA, Public Policy

AREAS OF EXPERIENCE

Biometrics
Coaching & Training
Commodities
Consumer Goods
Corporate Finance
Data Centers
Data Integration
Distressed Investing
Entrepreneurship
Fund Management
Fund Raising
Incubators
Innovation & Commercialization
International Procurement
Leadership
Media Buying
Mergers & Acquisitions
Residential & Commercial Real Estate
Science Centers
Technology Transfer
Telecommunications
Transformations/Turnarounds
Venture Building

[Learn more about David on LinkedIn](#)





INDY LI

Head of Pixels & Perspective
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Indy is our lead designer. She makes complex ideas digestible through engaging visuals and "bite-sized" content. She is an advocate for data equity and social responsibility and has her finger on the pulse of new research trends.



MS, Biomedical Anthropology
BS, Integrated Neuroscience

[Learn more about Indy on LinkedIn](#)

AREAS OF EXPERIENCE

Asset-Based Community Development
Community-Based Research Methods
Community & Civic Engagement
Data Ethics & Equity
Data Visualization
Diversity, Equity, & Inclusion
Environmental Justice & Conservation
Ethnographically Informed Community &
Cultural Assessment
Graphic Design
Healthcare & Health Equity
Organizational Justice
Public Health Intervention
Implementation
Science & Health Education & Curriculum
Design
Social Determinants of Health
Social Impact
Sustainable Food Systems, Urban
Agriculture & Food Policy
Youth Engagement





SETH WEISS

Head of Schmoozing & Coin
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Seth is our chief conversationalist. He's in his comfort zone when developing and cultivating relationships that bring people and institutions together to solve problems and translate broad concepts into concrete pathways for growth.



STURM COLLEGE OF LAW

Juris Doctor

Colgate University

BA, Philosophy
BA, Religious Studies

AREAS OF EXPERIENCE

Business Development & Sales
Blockchain
Commercial real estate
Cryptocurrencies
Customer Experience (CX)
DevOps
DevOpsSec
Digital transformation
Healthcare
High Tech
Intellectual Property
Medical Devices
Network/cloud security
Partnerships
Pharmaceuticals
Primary Research (quantitative and qualitative)
Remote work
Semi-Conductors
Service & Product Delivery
Transactions, Mergers and Acquisitions

[Learn more about Seth on LinkedIn](#)



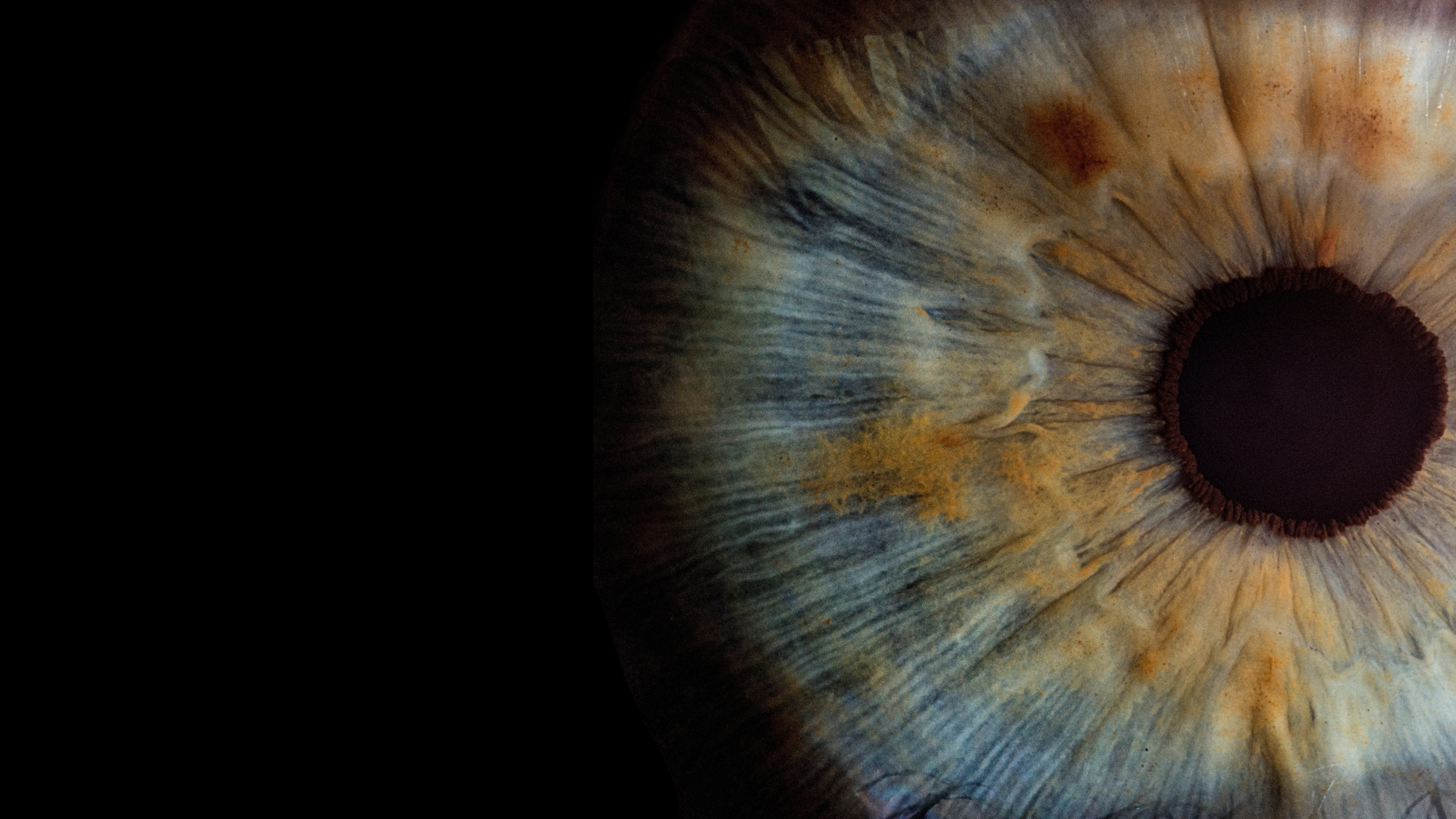
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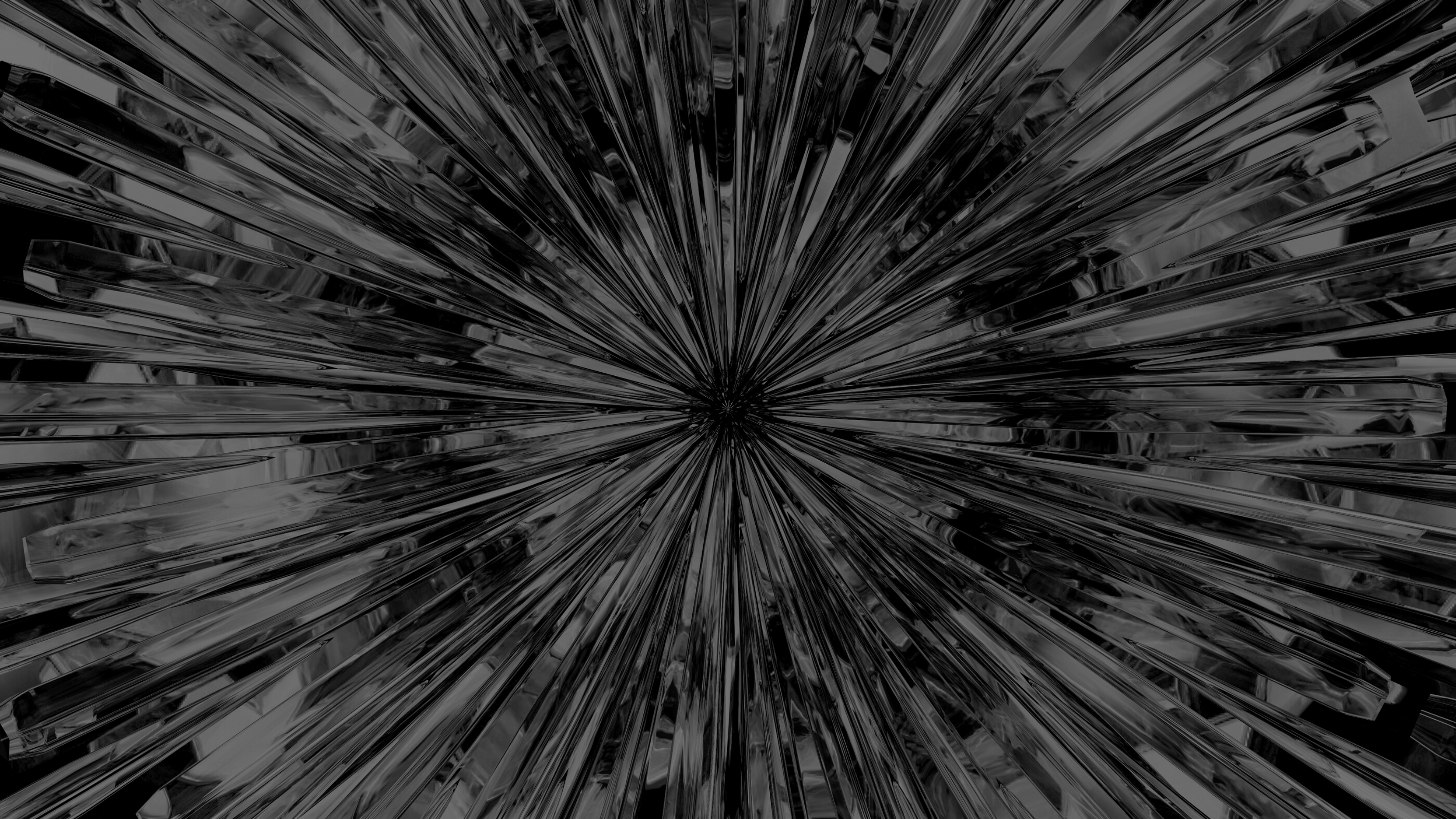
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