

Open for business: A comprehensive strategy for the new reality

The economy is opening back up. Unfortunately, many businesses are unprepared to face a new reality that doesn't come with a blueprint or roadmap. **What to do?**

Join **Catharine Potvin**, *ceo of [Stragility](#)*, and **Paul Hook**, *executive vice president of [tyny co.](#)*, for an engaging presentation designed to help leaders focus, strategize, and get back to (better) business. Their dual-track approach addresses key considerations in the complementary—and critical—areas of strategic planning and marketing.



During this hour-long webinar or in-person presentation, Catharine and Paul will review the three essential steps businesses can follow to get back on track:



Together, they'll provide participants with key elements from each step in order to begin developing, or continue fine-tuning, an actionable plan.

For more information, or to schedule a presentation for your group, email [Catharine Potvin at cep@stragilityllc.com](mailto:cep@stragilityllc.com) or [Paul Hook at phook@tynyco.com](mailto:phook@tynyco.com).



Catharine Potvin is founder and CEO of Stragility, a consulting firm that helps businesses achieve transformative growth through strategic planning and execution, market research and analysis, and talent management strategy. Catharine founded Stragility to provide forward-thinking leaders, across all industries, with clarity and focus. In addition to her proven strategic process, she brings positive energy, authenticity, and a healthy dose of humor to the often frantic, bottom line-driven business environment.



Paul Hook is executive vice president of tyny co., a branding and marketing agency in Troy, NY that builds small teams of niche marketers to meet the unique needs of each client. A decorated industry professional, Paul has worked with some of the country's top technology, economic development, and higher education organizations. Throughout his 33-year career, he has been integral in growing agency teams, ensuring client retention, and finding new business opportunities.