



A MODERN APPROACH WITH TRUSTED METHODOLOGIES

Parker Philips team has worked extensively in the government, corporate and non-profit world and we think we've found the right approach for us, which is basically all about our clients. The consulting world has changed significantly since we started out and our model adjusts for that. Clients are savvier and need a team who can take their project to the finish line on point, on time, and on budget. Clients are the focus. We know how deliver value and expertise to each of our clients. You are busy running your business, so will streamline data collection and your role as much as possible. You are paying us to do a job and we're up for it!

Our Approach

Assess

All projects we take have research associated with them from our first conversation. What issue does your company organization need to be solved? What are your expectations? Who you are as an organization? Are our skills and your needs a good match? What is the market demanding? What are your peers or competitors doing? The goal is to ensure that we understand why you contacted us in the first place and keep that in the front of our minds from the beginning to the end of our engagement. Our research tools are many and range from secondary data summaries, key informant interviews, focus groups, survey research, and economic impact and financial analysis.

Analyze

Once we have all the information we need to complete the study, careful analysis must be done. There is nothing worse when a consultant hands you binders full of information, but you don't know what they mean. We will avoid the dreaded data dump. Utilizing the proper tools for analysis and knowing what the data means is our job. Our commitment to statistically valid and industry respected methods will give your organization confidence that the final analysis is defensible to internal and external audiences. Parker Philips will compile and synthesize this data into formal findings that your organization can utilize. We will use them to inform the narrative and qualitative aspects of your study.

Assert!

All the research and economic impact analysis in the world still won't help you get to your audiences in a way that they understand or need to hear the findings. We pride ourselves on telling a story that makes sense and has the right look and feel for your organization. Our marketing and communications skills go to work for you and give your organization a distinct advantage. We will work with you and your team to develop a narrative, presentations, social media rollout, press releases, and create a plan so your study goes to work for you. A report that gathers dust on a shelf is a very expensive bookend; we will help you set a pathway that keeps your findings front and center.

PRINCIPALS AT THE PARTY

Parker Philips, Inc. is a women-owned boutique-consulting firm committed to keeping our principals at the table and tailoring our expertise to meet each client's unique needs. We treat each client to a singular experience and deliver a product that considers their unique business goals and supports their communication needs.

Parker Philips replaces the "Save As" cookie-cutter consulting culture with an approach that rooted in original content and integrity—and it works. Because we only accept a certain number of projects at a time, we do not over commit our staff or ourselves. With 40 years combined experience, Parker Philips founders Kate Philips and Nichole Parker have a reputation and it's for being two chicks who know how to get things done.

WHAT WE DO

Economic Impact Analysis What do you mean to your neighbors? How do you impact the economy; your community? Each entity has an impact on a street, city, region, state and sometimes nation. Parker Philips will help you tell this story. When a company adds 100 high-paying jobs in the manufacturing sector the ripples begin to be felt. A University contributes by educating the workforce of the future, creating jobs and retaining talent. There is a short-term impact of a billion dollar hospital construction project and long-term payoff. We'll help you measure it, analyze it and then effectively tell your story.

Parker Philips understands how to measure an organization's impact on the economy and will help you make that story work for you. We are highly skilled in providing economic impact studies for for-profit and non-profit organizations (healthcare, manufacturing, colleges and universities, biosciences, corporations, foundations, tourism, national heritage areas), measuring the projected impact of proposed economic development and real estate ventures, conducting supply chain analysis and industry cluster analysis.

Market Feasibility Analysis If you are thinking of expanding your operations, we can help. Parker Philips will help you determine the likelihood that a proposed land use, expansion plan, or development will fulfill your objectives from a financial and strategic perspective. We will understand your goals, estimate the demand, estimate the absorption rate (expected annual sales/usage, evaluate legal and other considerations; forecast cash flows; and approximate investment returns likely to be produced.

Secondary Data Analysis Sometimes just getting a summary of all the work that has been done, what data has been published by others, and a best practice review are what is needed on a project. Our ability to research credible sources and synthesize all readily available data into a cited, easy to understand document takes an outside party. Parker Philips can get up to speed quickly and give your organization data/information that is usable from a multitude of sources. We don't want to recreate the wheel. If you or others have already done the data, we will evaluate and use it.

Strategic Communications and Branding The opportunity to build awareness among consumers about the benefits of your organization is ripe as prepare to release your impact report. Most firms leave you with a report and then you go to work. Parker Philips pairs your results with a strategic marketing plan, putting your results to work for you.

Successful branding happens when you keep an eye on your business goals and put your heart into creating a clever and memorable story. Parker Philips will understand your business goals, analyze your data and give you the tools to communicate it effectively. We can help you elevate your existing brand with a compelling narrative, effective press materials and creative collateral including graphics to generate a meaningful social media buzz.

Qualitative Research When you need to go beyond an open-ended survey question or really need to hear opinions, Parker Philips offers an array of services to get you quality feedback. We will design appropriate tools based on the client's objectives to solicit input, recruit/advertise for the event, and facilitate the meetings. Making participants feel comfortable and welcome is what we do. We will analyze the findings of the group using trusted methodologies to summarize the findings. We will recommend the types of incentives and structure best for you to achieve your research goals. If you need focus groups, key informant interviews or a community forum we can facilitate and get results.

Quantitative Research Primary data research is often needed to inform a project. Knowing which methodology to use (telephone, email, intercept), how many surveys to collect to have a representative sample that is statistically valid, and how to properly design a survey are vital to the success of a project. Parker Philips knows how to craft a sample plan to get the results our clients need.

Parker Philips, Inc. is a women-owned boutique-consulting firm based in Erie, PA with employees working in Pennsylvania and Minnesota. With 40 years combined experience, Parker Philips founders Kate Philips and Nichole Parker have a reputation and it's for being two chicks who know how to get things done.

The logo for Parker Philips features the company name in a large, elegant, black cursive script. Below the name is a thin horizontal line, and underneath that line, the tagline "assess. analyze. assert!" is written in a smaller, clean, sans-serif font.

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