



SKYE STRATEGIES



For more than 27 years, Marty Dickinson has been at the forefront of Spokane's business and civic organizations, leading successful teams across wide-ranging industries. An expert in marketing, branding, communications and organizational management, Marty is passionate about leading others through change and helping teams reach their full potential.

Marty founded Skye Strategies to share her experience with businesses and non-profits on how to develop outstanding leaders, improve team performance and align organizational purpose, brand and culture with strategy.

This portfolio of services assists organizations - small and large alike - to make informed decisions about the leadership and talent needed to build an organization that outperforms, inspires and grows, all while smartly reading an evolving business environment and navigating through change and uncertainty.

Marty's experiences have shaped her flexible and open-minded management style and demonstrated how organizational change can lead to opportunities for professional growth. She is a frequent public speaker on the topics of strategic planning tied to culture and brand, organizational management, motivating teams and managing a healthy work-life balance.

Marty has been featured in the local, regional and national press. Her American Banker's op-ed, "Branding a Turn Around," was named one of the top 10 contributed articles of 2013. Marty has also been widely recognized for her contributions to her community, being named one of Spokane's Power 50 most influential people for several years and as recently as 2018. In 2015, Marty was honored and awarded the esteemed YWCA Woman of Achievement Award. The Inland Northwest Catalyst named Marty one of Spokane's Top 20 Under 40. In September 2018, Marty was appointed by the Governor to Washington State University's Board of Regents.

CAPABILITIES

Finding Your Purpose

Purpose is the unifier of all things. Often an organization doesn't know its true purpose or how to effectively align the purpose to its strategy, brand and culture. Skye Strategies facilitates meaningful discourse to lead an organization to its true purpose - one that resonates, inspires and is a catalyst for change.

Discovering What Culture IS and What it is NOT

Secret sauce or cop out. Culture is the buzz word in organizations. It is often misunderstood or represents different things to different people. Skye Strategies guide teams on a journey to identify the "unwritten rules" of an organization. Bottom line: culture is the manifestation of shared values, beliefs and hidden assumptions that shape how work is accomplished and how people respond to one another.

Linking Culture, Strategy, Brand and Performance

One of these cannot stand alone; these ideas are all interdependent. An organization can feed and nurture a vibrant culture or be a barrier and undermine a healthy culture. Skye Strategies pushes an organization to define a clear strategy to align people, culture and brand and build strong performance.

Navigating the New Way of Working

It is a new day. A successful organization cannot rest on its laurels. Waves of change can push against an organization's purpose. Skye Strategies identifies, maps and anticipates change while assisting an organization to establish new ways to organize, lead and drive performance, regardless of how the tide shapes the landscape.

Engaging and Inspiring People

People matter. Today's business climate is dynamic and volatile. An organization's workforce must be nimble, resilient and action-oriented to not only compete, but to succeed. Skye Strategies serves as an organization's partner to uncover capabilities and engagement opportunities to invest in employees and demonstrate leadership - all tied to the organization's purpose, strategy and culture.

Creating Clarity

Relentless, intentional communication. Leadership can never over communicate; however, leadership can overcomplicate. A strong culture of communication invites employees to be committed and engaged on behalf of an organization in good times and in crisis. Skye Strategies assists organizations establish clear communication cadence and patterns aligned to purpose, strategy and culture.

SERVICES

Facilitation - Meetings, forums, planning sessions and other engagement opportunities. Organized facilitation uses time wisely.

Make it Matter - Leadership Awareness and Engagement. Leverage time and talent to obtain real outcomes.

Live Your Purpose - Align brand effectiveness to purpose and organizational outcomes.

Communication - Develop techniques to effectively say what you mean when you need to say it.



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