

**Company:**

P2 Energy Solutions

**Industry:**

Oil and Gas Technology

**Solution:**

Messaging Framework

**The Challenge:**

- Eliminate confusion in the marketplace caused by the acquisition of many different companies and products
- Give P2 employees a strategic vocabulary to speak about their company

**The Results:**

- 80% time savings on developing corporate message
- Widespread acceptance of solution across 6 offices and 640 employees
- Immediate implementation of Messaging Framework solution
- Ability to position P2 for competitive advantage
- Efficient delivery of Messaging Framework, on time and within budget

## P2 Energy Solutions Adopt Messaging Framework Improving Brand Image and Competitive Advantage

When Diana Lovshe joined P2 Energy Solutions as Director of Marketing, she knew she had a big job on her hands. Rapid growth through acquisition resulted in P2 cornering the market in oil and gas technology solutions. Diana's problem was no one in the oil and gas industry understood this leadership position nor did most of P2's employees. How do you communicate to the market when your company is still buried in acquired branding? Refocusing the company would not be easy. "Employees have been grasping for a consistent message. They just didn't know where to go to get it." Diana knew it would take at least a year to get consensus on a new corporate message before she could begin to affect change in the marketplace. "There is no company that offers the portfolio we offer across the industry." Diana explains. "Our challenge is to present ourselves as one company, not various acquired companies and products."

### One Company, 600 Hundred Voices

Without a cohesive voice to promote and strengthen the overall P2 brand, opportunities were being lost and the company struggled with an identity crisis, both internally and externally. With six offices located around the world, Diana knew the first step would be to get "approximately 600 employees speaking the same language." Working on a word of mouth referral, Diana turned to Michelle Taylor, founder and owner of Seattle-based The Zella Company for help in constructing a corporate message.



## Mining for Information

Knowing the first step to achieving results was internal acceptance, The Zella Company began interviewing key stakeholders to gain consensus about the corporate culture. The next step was to target smaller groups of people to refine their appreciation of the intricacies of P2 and their product offering. “The biggest advantage to working with The Zella Company was their ability to dig down and understand our business,” explains Diana. In less than two months, The Zella Company was able

to present a Messaging Framework solution to Diana and P2. “They did it really quickly. It was fantastic. In a matter of weeks, we had what we needed.” Shaving more than 10 months off the project, The Zella Company delivered far more benefit than P2 expected.

*“Their expertise and knowledge around consistent messaging and building a Messaging Framework is just priceless.”*

Diana Lovshe  
Director of Marketing  
P2 Energy Solutions

## A Blueprint for P2 Culture

The Zella Company not only captured the essence of P2, they designed a comprehensive package on how to best promote the company. Importantly, they did it in just five pages. “The Messaging Framework is very simple but very strong. The components are intertwined. The consistent message we’re asking our employees to speak and to write comes very natural,” Diana says. “We’re changing the culture of our company based on that Messaging Framework and it’s working.” Containing explicit detail for various audiences and situations, the solution is constructed on intuitive layers of information allowing for rapid comprehension and execution.

“Our CEO, Bret Bolin, picked it up immediately and uses it in his daily vocabulary. He has a tendency to stop employees in the hallway and quiz them,” is how Diana describes the practicality of the Messaging Framework solution.



## One Company, One Voice

The Zella Company produced a blueprint for pulling all the components of P2 under one umbrella but they didn't stop there. Diana describes her experience, "Other companies create a message and throw it over the wall. The Zella Company made sure we knew how to implement it across our organization." Conducting 3-hour training sessions across multiple offices, The Zella Company brought the Messaging Framework to life. "Their training wasn't just teaching us how to use it. They made us understand why. Everything was very clearly explained. They also used interactive role-playing, which made it really fun and let us practice what we were being taught. It went over very well," says Diana.

## Striking Oil

With the employees telling the same story, P2 quickly realized the power behind their new Messaging Framework. Within weeks of implementing the solution, significant advantages surfaced:

- Time spent in the sales cycle was reduced
- Salespeople call at a higher level
- Website activity has picked up
- Conversations about P2 products and services are more strategic
- Training time for new employees is significantly reduced
- Interviews with press/media are more effective

Diana Lovshe is delighted with her decision. Impressed with the level of detail and underlying support associated with The Zella Company solution, she eagerly explains, "Their expertise and knowledge around consistent messaging and building a Messaging Framework is just priceless." She goes on to say, "Zella is a great group of professionals whom I plan to continue working with in the future."

## Exploring the Messaging Framework

If you would like more information on improving corporate communications, both internally and externally, contact The Zella Company. Experts in developing a Messaging Framework solution, The Zella Company tailor comprehensive communications plans and ensure company-wide implementation of the solution.

