



Kathy Heasley

Founder and President | HEASLEY&PARTNERS, INC.

HEASLEY&PARTNERS is a branding agency based in Scottsdale, with clients worldwide. Why would companies from around the world seek out a firm in the Southwest and not one in San Francisco, New York, Los Angeles or Chicago? It's because HEASLEY&PARTNERS develops and executes brands based on its proprietary HEART&MIND® BRANDING method. While many Arizona entities, including the State of Arizona itself, have sought out HEASLEY&PARTNERS to help them 1) find their heart, 2) put it into words, 3) create the images that convey those words, 4) develop the actions that people talk about, and then 5) systematize it all so it's repeatable, many around the globe have, too.

Kathy Heasley, the firm's founder and president, discovered some 24 years ago that the secret to great business building through branding has little to do with a logo and everything to do with effectively discovering what is *genuine* to the organization, making it *meaningful* to the people it serves and finding that point of *different* that the organization can fully own. Since then, she and her team have developed brands in virtually every industry, through multiple economic cycles, all with the same results: When fully implemented and embraced by the organizations, business flourishes.

The reason is simple. We buy with our hearts and justify with our minds. Heasley's brand-development method takes both those elements into account. She and the H&P team understand how to find the heart and bring it to life inside and outside an organization, creating what she calls The Brand-Culture Connection,™ the silver bullet of success. "When a company is fully aligned in culture and brand," Heasley says, "great things can happen."

HEASLEY&PARTNERS has worked with local companies, including Massage Envy, Cold Stone Creamery, MicroAge, and many others large, small and in-between. Even individuals — and, as part of that work, the company has helped budding authors write and publish more than 20 books, some bestsellers. Books are the calling cards of the experts and important to personal branding.

Heasley's passion is energizing people to live a life with purpose, and her work helps them do just that. It's even the mission of her company. Entrepreneurs struggling to realize their dreams, CEOs striving to grow their businesses, and employees who want to make a difference through the work they do, these along with the clients, customers and sometimes the world are the beneficiaries of her life's work — and her heart.

HEASLEY&PARTNERS

Company Name:
HEASLEY&PARTNERS, INC.

Main Office Address:
8901 E. Pima Center Pkwy.,
Scottsdale, AZ 85258

Phone: (480) 837-7445

Website: www.heasleyandpartners.com

Number of Location in Metro Phoenix: 1

Number of Employees: 10

City Nationally Headquartered: Scottsdale

No. of Years with Firm: 24

Year Established Locally: 1994

Specialties/Services: Brand Development, Brand Execution and Marketing using proprietary HEART&MIND® BRANDING method

Achievement:

My greatest achievement has been proving that you can have heart and win in business. This was a novel concept when I started. Business was business. Over the years, I've been honored to help literally thousands of people discover they can effectively blend heart, business and purpose — and then show them how to do it. It is a joy to help others fully realize this potential and gain positive business results.

Hurdles:

At first, it was people thinking that "heart" meant "soft." Of course, it doesn't. Heart can be the drive to win, the spirit of innovation — anything, really, that gets you up in the morning. Now, the hurdle is helping people understand that a brand is not a logo. And just creating a new logo isn't enough; it's what's behind that logo that matters. Consumers today expect depth and clarity they can feel.

Best Advice:

The opposite of love is fear. My advice is always lead with love. Do what you love, work with people you care about and never let fear creep into your world. Fear is the great destroyer. Love is the great builder. Be a builder.