

Hello

Capabilities | June 2026





Certified



Corporation[®]

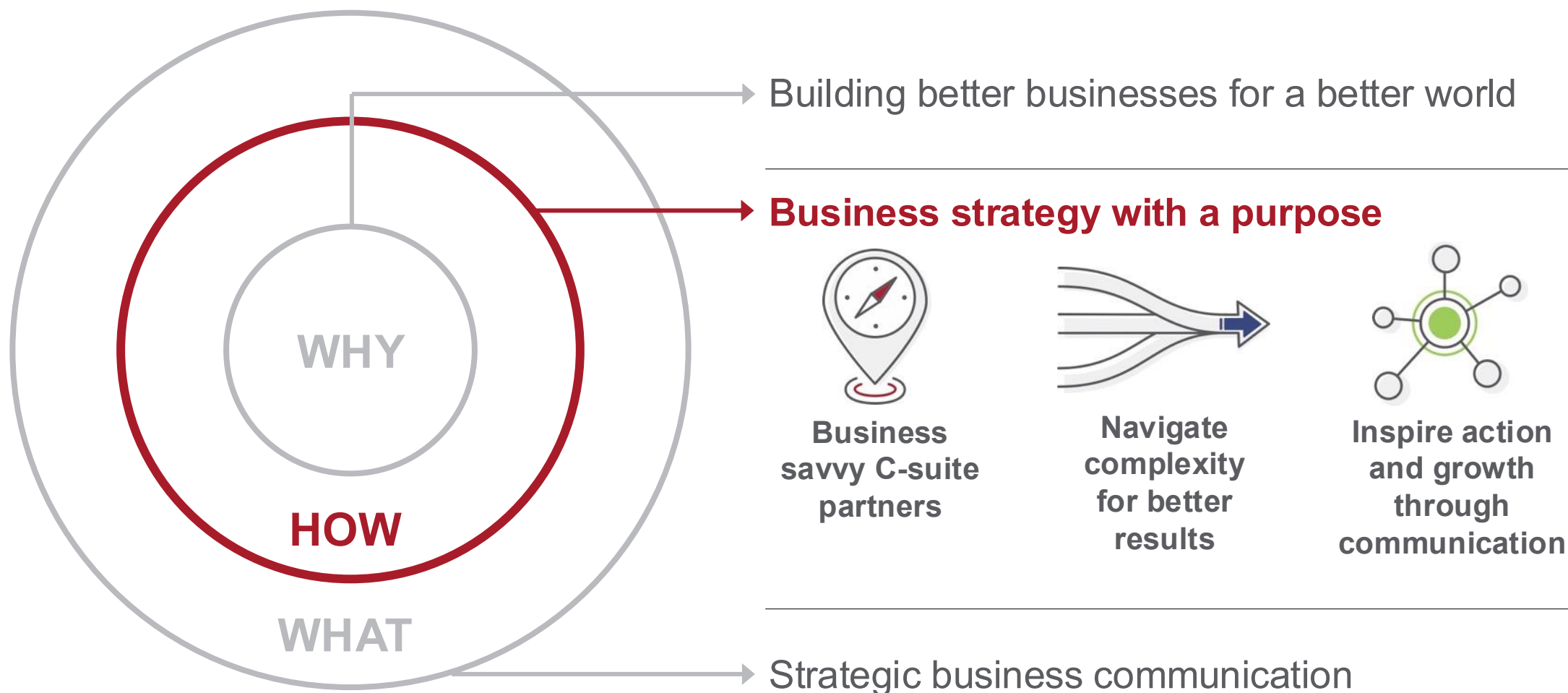
OUR PURPOSE

Using the **power** of communication
to build better businesses for a
better world.



Why Beehive?

Our clients tell us it's how we work.





About Beehive



Growth-minded



Equity



Action



Accountability



Well-being

OUR CLIENT PROMISE

To be a valuable partner in helping you build a better business.

- Our Intention: Deliver the highest and best outcomes for your organization.
- Our Approach: Differentiate your organization with data-driven insights, smart strategies and creative approaches.
- What We Deliver: Lead with strategy and act with urgency to deliver valuable results.
- How We Deliver: Partner with authenticity and accountability to earn and keep your trust.
- How It Feels: Bring energy, creative thinking and a growth mindset to every interaction.

We keep our client promise



AVERAGE ANNUAL CLIENT RETENTION

Over 95%

With an average client tenure of more than four years



2025 CLIENT NET PROMOTER SCORE (NPS)

+81 | World Class

The industry average NPS for public relations firms is +16



2025 CLIENT SURVEY RATING

9.24/10

How would you rate Beehive as a strategic communication partner?

Our History: Beehive was founded by our current CEO, Lisa Hannum, in 1998. We have been in business for 28 years.

Our Team: Beehive currently has 10 full-time team members, supported by a bench of part-time employees and independent consultants.



Our Values



Growth-minded



Equity



Action



Accountability



Well-being

2024 Net Promoter Score (NPS)

+83 | World Class

Beehive is a Certified B Corporation® that runs on EOS®, the Entrepreneurial Operating System. Our firm is regionally and nationally recognized for industry-leading work, exceptional talent and workplace culture.



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

PRSA Public
Relations
Society of
America



OUR CLIENT PROMISE

To be a valuable partner in helping you build a better business.

- Acting in service of your organization's goals and values.
- Differentiating your business with purpose and clarity.
- Driving action and results through strategy and creativity.
- Partnering with integrity to earn and keep your trust.
- Bringing a growth mindset, positive energy and focus to every interaction.

When you need an expert partner to bridge the strategy-action gap, we can help.



IN YOUR
ORGANIZATION

- Organizational transformation
- Purpose, mission & values
- Organizational culture
- Employee engagement
- Employer brand



IN THE
MARKETPLACE

- Brand differentiation
- Digital & social media
- Earned media & PR
- Value proposition
- Sales alignment



IN A
CRISIS

- Data breach
- Executive misconduct
- Legal & regulatory issues
- Natural disasters
- Workplace violence



We've been helping clients make positive connections and deliver brand experiences that create enduring value for more than 25 years.

INSIDE YOUR ORGANIZATION



Impact Strategy & Communication

Defining and sharing your corporate social responsibility communication strategy to make a positive impact in the world



Change Management Communication

Navigating organizational change for better results



Organizational Culture & Communication

Transforming the employee experience to build trust and support growth

IN THE MARKETPLACE



Brand Positioning

Creating authentic, memorable connections to build better brands



Crisis Management & Business Continuity

Preparing for and managing through unexpected business events to sustain trust and protect brands



Digital Strategy & PR

Combining digital-inherent thinking with PR strategies to make meaningful connections



Our clients trust us to transform cultures, advance change, create engagement and inspire action.



B

We use AI,
technology and
data to monitor
the marketplace
and act on
insights.

Knowing and understanding the data helps you make confident decisions that shape the future of your organization — whether you're measuring plan results, benchmarking employee feedback or monitoring the marketplace to leverage new opportunities.

Deloitte.

FORRESTER®

GALLUP®

Gartner®

**Harvard
Business
Review**

McKinsey
& Company


Meltwater

HubSpot

PR Newswire®

 **ChatGPT**

Evertune

 perplexity



Measuring What Matters

HOW WE DO IT

We partner with clients to make measurement meaningful — identifying the right data to track, connecting communication activity to outcomes and translating insights into action.

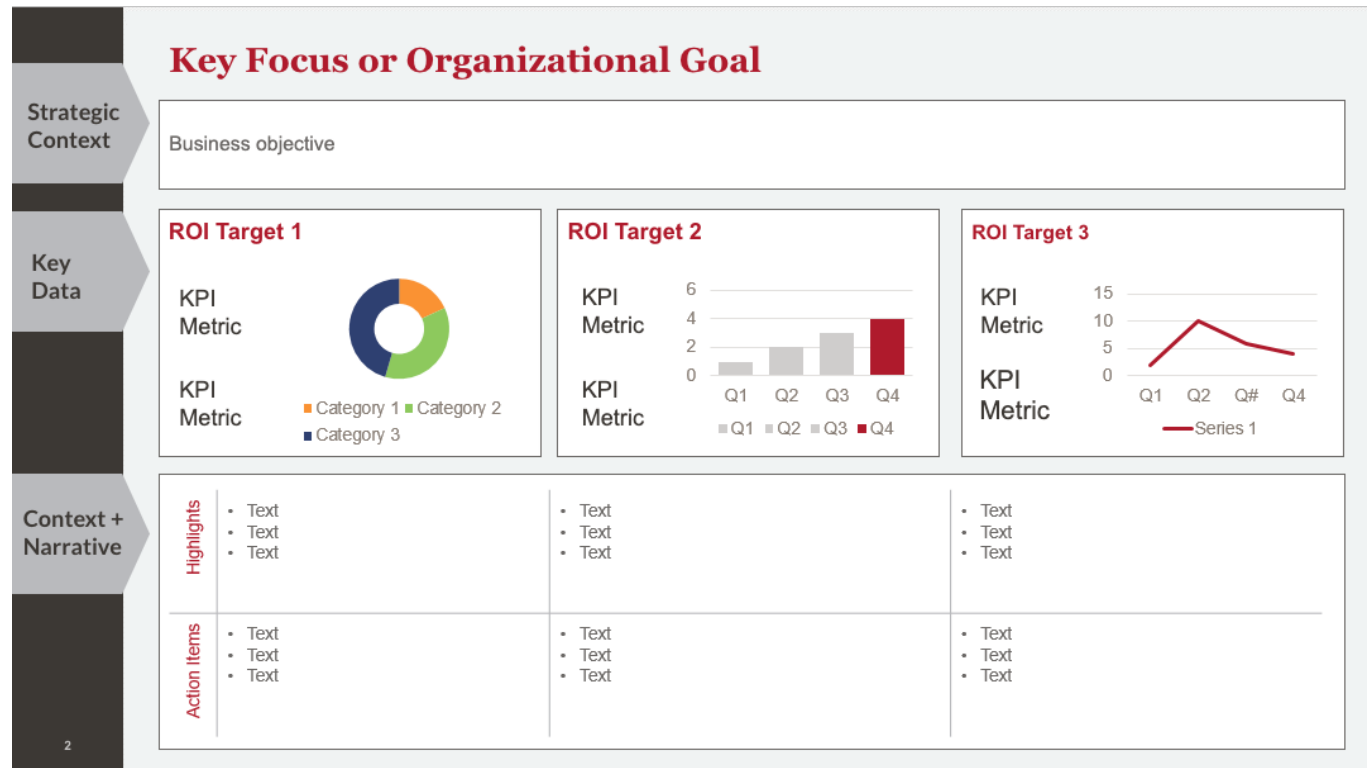
1 Begin with a Strategic Focus	2 Outline Priority Objectives	3 Align on ROI Targets	4 Select KPI Measures	5 Share Actionable Insights
Select the enterprise-level strategic focus area(s).	Identify which organizational objectives align to these strategic focus areas.	Define the outcomes (or ROI) that demonstrate progress.	Determine the most valuable data and how to track it.	Synthesize highlights and insights to share with stakeholders quarterly and annually to ensure strategic alignment.

WHAT YOU GET

Our framework creates a clear line of sight between strategy and impact, providing the insight needed to refine priorities, demonstrate results and continually strengthen communication effectiveness.



Using Metrics to Drive Decision-making

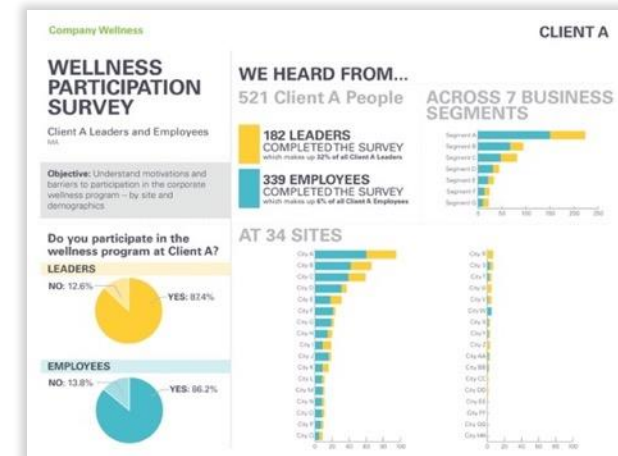


- Visually showcase data that captures prioritized input metrics (KPIs) and business outcomes (ROI)
- Identify patterns or trends and evaluate if the activity is contributing to your objectives
- Outline key insights from data gathered
- Identify action items to focus on given insights



Track the Data, Act on Results

Our tracking tools and dashboards allow us to easily see patterns, uncover trends and act on insights. They could be measuring a plan, looking at employee engagement, or highlighting trending topics that will inform a thought leadership position.





How We'll Get Started

OUR CLIENT ONBOARDING PROCESS

Client Onboarding Template List Board Timeline Calendar Progress More... This project is a template. Learn more. Comment only Send feedback Incomplete Task name ▼ Week 1: Establishing Trust, Setting the Foundation ◆ Partnering with integrity and accountability Confirm new client win Notify team of client win Identify client account lead Identify client account team Discuss the Standard Services Agreement with Beehive CFO; advance to Client review Discuss the Statement of Work with Beehive CFO and Client lead; advance to Client review Begin internal server folder Work with Beehive operations team to set up StudioCzar job codes to align with project budget Update deal status via Hubspot Update HubSpot with all current client contacts, relationship and lead status and marketing pre Collaborate with Client contact regarding billing preferences; work with Beehive operations team	
--	--



Growth — our clients' and ours — is central to success.



Beaumont



deluxe



ergotron

GEHA

giveMN.org



Salo



the good clinic



verizon



Path to Action



Start with business first

What are your business goals? That's the central question in developing a multichannel communication strategy that helps your organization lead in a changing world.



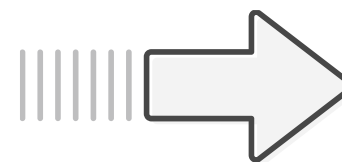
Look outside, listen inside

We combine marketplace research and internal audits and analyses to better understand what's happening in the world, your industry and your business.



Identify critical insights

Are we clear on the real opportunity or challenge? Are we solving the right problem? We seek to create clarity and agreement by putting the best interests of your business first.



Drive strategic action

We act with confidence and urgency to create momentum and deliver results. We work together with our clients and partners to build teams that maximize creativity, expertise and diverse points of view.



Create measurable results

We approach every opportunity with a growth mindset — and we measure what matters. We learn and adjust, celebrate wins, and position your team to keep the momentum going.

Using the power of communication to build better businesses

Expectations are rising. Your people, partners, customers, communities and investors expect your organization to do better. To be better.

Whether you are building a new enterprise, merging powerhouse brands or reinventing a heritage business, we help organizations clarify and align their purpose, values and strategies to bold actions that build trust and drive growth — inside and out.



Learn more at beehivepr.biz

Nicki Gibbs

Chief Strategy Officer
ngibbs@beehivepr.biz
651.789.2234

www.beehivepr.biz | [@beehivepr](https://twitter.com/beehivepr) | P. 651.789.2232

