

Investing in Cultural Currency

FordMomentum! helps organizations and municipalities figure out their ‘why’ so they can better serve their communities.

Business owners can rely on FordMomentum! to help bridge cultural gaps and improve professional outcomes. The firm works with government, developers, transportation, tech, and other private industries to create a strategy unique to each client’s needs.

“We use communications as a science,” says Maya Ford, principal of FordMomentum!, a data-informed communications firm. Launched in 2015, the Houston-based firm has redefined sustainable communications strategies using a unique blend of data science, culture integration, and creative process. “Our goal is to help organizations and the people they serve to develop trusting relationships based on proven outcomes, not assumptions. We’ve layered the scientific method and our own methodology called the Standard of Love (STOLO) to create authentic communications products that companies and government agencies can use as a roadmap.”

Inspired by groundbreaking author bell hooks’ critical writing on historical trauma and healing, Ford developed the STOLO method over her 20 years working in marketing and communications. “Our methodology comprises five pillars: literacy, values, economic power, self-esteem, and justice. We are uniquely able to collect information authentically from each area to drive equitable results that are true to what people want and need—not simply to benefit those in power,” Ford explains.

“My Home is Here” Study

In 2019, FordMomentum! worked with The Kinder Institute for Urban

Research at Rice University to successfully carry out a landmark housing study for Harris County, one of the largest and most diverse counties in the nation, meaning the study would have to take several different native languages into account—something STOLO was uniquely prepared for. Their goal was to assess the county’s affordable housing needs and make recommendations based on projected population growth and current housing affordability gaps.

The firm employed a series of 12 different communications channels to collect responses, including digital marketing, outdoor billboards, television commercials, radio, ads, and gamification. “We went in using our STOLO methodology and used culturally diverse visuals in multiple languages,” Ford says.

The study’s results, drawn from over 17,000 residents, will inform over \$1 billion of spending on infrastructure improvements like safer housing and increased transportation access.

In addition, the process identified ways the county can better connect with the community. “The outcomes exposed details that the municipality hadn’t considered, like how they communicate with their constituents,” Ford says. “For example, a third of the county does not identify as English-speaking, and there is a huge Spanish-speaking population. Rather than host a conference or a town hall in English with Spanish translators, we hosted it in Spanish with English translators. It’s by focusing on what your audience knows and wants that you’ll get real results.”

While some organizations worry working with FordMomentum! will lead to revenue loss, the opposite is often true. “It is a cost savings because you’re



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getting the variables right from the beginning,” says Ford. “You’re also building more trust with the communities involved because they feel you are listening and invested in their needs.”

To schedule your consultation call with FordMomentum! and reach your audience authentically, head to thefordmomentum.com.



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