



Inspiring what's next.™

Dawn Celeste LLC is a strategy execution firm that blends thinking and doing. We translate strategy into roadmaps and walk beside leaders to make it happen. We work with leaders to take their organization to the next level.

Clients hire Dawn Celeste LLC when they want **1) extra bandwidth to solve a problem, or 2) outside help to advance faster.**

We help leaders with too much on their plate move toward the future. We work best at the intersections – outside/inside, gut/data, sales/operations, art/science, plan/flexibility – and love to simplify complex problems.

Learn what we can offer at [dawnceleste.com](http://dawnceleste.com)

## THE STRATEGY + EXECUTION PROCESS™

The S+EP™ has been developed over decades and used successfully in many different business settings. The mission, focus and people change, which has helped build our discipline and ability to manage complexity, but the process remains the same. We believe in:

- 1 Listening to you and the voices and data inside and outside of your organization
- 2 Asking good questions and seeking information, knowledge and dissenting opinions in a safe environment
- 3 Collaborating with you, your team, and experts
- 4 Articulating priorities
- 5 Setting goals and metrics and measuring progress
- 6 Creating roadmaps
- 7 Solving problems and seeing possibilities along the way
- 8 Adjusting as progress is made
- 9 CELEBRATING SUCCESS

## LEADERSHIP + COMMUNICATION

Clearly communicating your vision is easy to say and hard to do. We will work with you to develop and consistently share a message that is meaningful to you and your organization. Dawn has supported CEO-level communications for over twenty years including board presentations and managing highly confidential projects.

Dawn Celeste LLC works in the "in between" spaces. We are relied upon to see and build the bridge between strategy and execution, talking and walking, art and science and knowing and doing. This is the tough stuff that requires grit, confidence, humility and humor.



THINK HOLISTICALLY,  
DREAM BIG, PLAN SMART  
AND MOVE FAST.