



the radiant process

Gather, Plan, Execute and Broadcast. Although it may seem simple, implementing these processes takes experience, objectivity and a tremendous amount of discipline. You are called to strive for excellence in all that you do; you need partners who understand that and have the skills to help get your communications to that point

the 4 pillars

1 Honesty: Be true to yourself.

2 Quality: Be the very best you can be.

3 Consistency: Stay the course.

4 Frequency: Strategically tell it over again.

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