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Profile: Megan Strand, InCouraged Communications

How to do something worth caring about



Megan Strand believes two things about business:

1. "Entrepreneurs are going to save the world."
2. "If you want people to care about what you're doing, do something worth caring about."

Precisely the kind of actionable thinking that I sought to help me manage my new project in the making, a crowdsourced book titled

The Portland Bottom Line: Small Business Practices from America's Hotbed of Sustainability. *

As you can expect, there's more to Megan's beliefs than meets the eye.

[Continue reading.](#)

* The other collaborators are [Mike Russell of Pivotal Writing](#) and [Kelly Quashnie of Studio Cue](#). **More on the project in early May 2010!** [Subscribe to updates by RSS.](#)

Is your business ready to change the world?

Marketing in the post-recession era

From *NPR* to *The Economist*, I'm hearing about the signs of hope and recovery from the Great Recession. Is your business ready to change this changing world?

Marketing staff and budgets are typically the first to be cut when things turn sour. For many businesses, they're probably going to be the last to be added back up.

There is a middle way: Semiosis Communications offers sustainable marketing and communications services that empower your stakeholders, restore the planet, and help you achieve prosperity. **We are your external marketing department**, helping you achieve your goals without adding staff to your roster.

Organizations like yours are already doing it:

*"It has been a joy to work with Peter Korchnak and Semiosis Communications. Our return on investment has been excellent. Services are high quality, turn around time is impressive, the price is fair, and the outcome is **significantly more marketing than we would ever be able to do on our own**. We continue to work with Peter because of his consistent excellence, flexibility and charming personality. - - Linda Nilsen-Solares, Project Access NOW*

What do we do?

- Branding and visual identity (logos, etc.)
- Print and other tangible collateral (brochures, flyers,

- press kits, posters, swag, etc.)
- Business systems (business cards, envelopes, letterhead, etc.)
- Online marketing and digital collateral (websites, email marketing, social media, slideshow templates, etc.)
- Public relations and publicity
- Content, storytelling, messaging
- Marketing and brand strategy and action plans
- Events
- Internal communications

To discuss how we can work together for your success, call Peter Korchnak at 503.816.2900 or email by hitting the Reply button.

Come to the 3rd Beyond 2020 to discuss "Collaboration for Sustainable Business"!

Presented by Semiosis Communications and Rose City Mortgage Specialists

As you may know, I'm co-coordinating (with Renee Spears of Rose City Mortgage Specialists) the [Beyond 2020 Sustainability Unconference](#) series.

We just settled on a [theme](#) and opened [early-bird registration!](#) Read on.

Event details

- Time: Thursday, May 6th, 5-8 pm
- KEEN Footwear, 926 NW 13th #210, Portland, Oregon
- Theme: *"Collaboration for Sustainable Business"*
- Sponsors: Semiosis Communications, Rose City Mortgage Specialists, KEEN Footwear, and Create The Good Life

Early-bird registration

\$20 until April 22nd (then \$25 online and \$30 at the door)



Theme description: "Collaboration for Sustainable Business"

How can you put collaboration to work for environmentally and socially sustainable business? How can you use collaborative tools and processes to share and benefit from abundance?

When it comes to sustainability in business, there's power in numbers. A coordinated group of people or businesses can make a greater impact than individuals acting alone. But in order for businesses to collaborate successfully, you must address several issues.

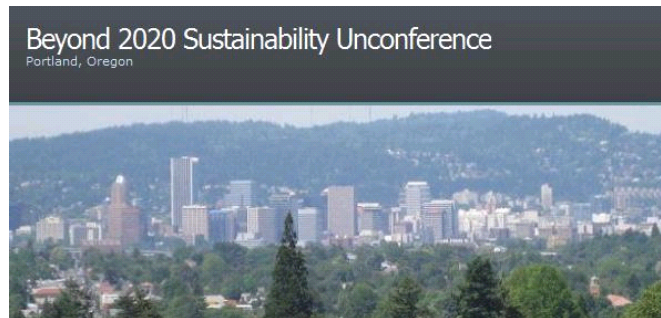
- What endeavors are best done collaboratively and how do you identify common goals?
- How can you find and join forces with fellow business leaders?
- How do you balance the goals, skills, and tasks among your collaborative partners?
- What are the decision-making and management options for collaborative enterprises?
- What are examples of successful collaborations in Portland and beyond?

Come to the 3rd Beyond 2020 Sustainability Unconference on May 6th to seek and offer answers to these questions.

- Present your ideas and needs, and offer your skills for collaborative projects.
- Share experiences with collaboration tools and processes.
- Develop skills for collaboration toward sustainable business.
- Discuss what you need and can offer for collaborative projects to create more sustainable business and the world.

Other info

- [Help spread the word!](#)
- [Learn more](#)



Sustainable Marketing Blog love, or Some light reading for April

- [The CSR measurement conundrum](#) - Guest post by Megan Strand (profiled above). Careful what you measure.
- [Are you a pitcher or a teacher?](#) - The difference between pitching and educating, and how to do the latter.
- [Real estate service providers and sustainable business](#) - How to make your real estate business more environmentally and socially sustainable.
- [What do you care about?](#)

Making marketing environmentally sustainable series

- [Applying the principles of "Reuse" in your marketing](#)
- [How to "Reduce" in your marketing communications](#)
- [How to rethink marketing for the Planet bottom line](#)
- [A model for environmentally sustainable marketing](#)
- Measuring the environmental impact of marketing, [Part 1](#) and [Part 2](#)

Reviews

Comment and subscribe

Like a post? Disagree with something? **Share your thoughts in post Comments!** Any post, any time, any opinion. Conversation is what it's all about!



Like the Blog? Want to have all the posts come to you? [Subscribe to the RSS feed!](#)

Invitation: "ReVisioning Value (ReVV) 2010: The Intersection of Purpose and

Profit"

Presented by Springboard Innovation

Semiosis Communications is a proud [community partner](#) of the ReVisioning Value (ReVV) 2010 conference.



Dan Pallotta, Founder of Pallotta Teamworks, is now confirmed as Revisioning Value's featured keynote!

ReVV 2010 will bring together leaders from the varied fields of impact investing and social innovation to share how new models for both are increasing the flow of capital to the creation of a more just and sustainable world.

The one day conference is followed by a day of hands-on workshops and strategic action roundtables designed to help participants apply the ideas offered at the conference to their own organizations and to create real tools and strategies as an outcome.

Conference Day (Learn and Connect)

Date: Monday, April 26th

- 8:30am - 5:00pm - Conference Sessions
- 5:00pm - 7:00 pm - Awards and Networking Cocktail Reception

Place: The Gerding Theater at the Armory, 128 NW 11th Avenue, Portland, Oregon

Workshop and Action Day (Understand and Apply)

Date: Tuesday, April 27th

- 9:00am - 12 noon - In-Depth Workshops
- 1:00 p.m. - 4:00pm - Strategic Action Roundtables (complimentary)

Place: Venue Pearl, 323 NW 13th Avenue, 3rd Floor, Portland, Oregon

***The Sign* subscribers receive 20% off ReVV registration! Register online at ReVisioningValue.org or call 503.226.2377. Use discount code: SEMIOSIS.**

Cool tool: Dropbox



Dropbox

Dropbox* is another anti-attachment / pro-efficiency tool.

Download and installation of Dropbox will create a folder on your hard-drive where you can drop files you want to share with others. The file itself is stored online, in the cloud. Changes to the file by anyone with access to it automatically sync to the cloud and to the computers of all the other collaborators (all collaborators must have Dropbox installed).

So, files in the Dropbox are shared files that anyone with access can work on at any time. And, you can access files in the Dropbox from your computer or from anywhere on the web! No more passing attachments back and forth. Because Dropbox saves file history, no more lost versions either.

** Thanks to Megan Strand for the pointer. Dropbox is one of the tools we're using to collaborate on The Portland Bottom Line.*

Recommended reading

- Tyler Cowen, *Discover Your Inner Economist: Use Incentives to Fall in Love, Survive Your Next Meeting, and Motivate Your Dentist*, 2008 - Tyler Cowen is always a pleasure to read, whether on his Marginal Revolution blog or in book form. You'll be hard pressed to find a more entertaining, readable, and empowering deep-view at the intersection of economics, culture, and psychology.
- Nassim Nicholas Taleb, *The Black Swan: The Impact of the Highly Improbable*, 2007 - No one knows anything (not even, and perhaps not especially, experts). Life is non-linear and unpredictable, no matter what you think or tell yourself. Beautiful and biting.
- Russell Ackoff, *Re-creating the Corporation: A Design of Organizations for the 21st Century*, 1999 - Systems thinking applied to organizational design. Read if you want to build a flexible, interactive, learning, and democratic organization.
- Donella Meadows, *Thinking in Systems: A Primer*, 2008 - A must read for every sustainability professional. Every human being, I dare say. Clear, concise, enlightening. I can't believe I'd waited this long to read it.
- Peter Senge, *The Fifth Discipline: The Art and Practice of the Learning Organization*, 1990 - Another classic. If every organization applied systems thinking the Senge way, the world of business would be a different place. Why are we not doing this?
- Nicholas Christakis and James Fowler, *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives*, 2009 - Saving the best for last. May the network science prevail: We must understand people in the context of their social networks, rather than as individuals. Social construction of reality, squared.

[More recommendations.](#)

Peter, sharing is good!

Did you enjoy this edition of *The Sign*? Share it with your friends and colleagues by clicking the "Forward email!" link below. Thanks!

Sincerely,

Peter Korchnak
[Semiosis Communications](#)

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