



fresh roasted

the
Chocolat bar
fine handcrafted chocolates
www.thechocolatbar.com

SHIFT
boutique

TREADWAY

— STRATEGIES —

COLETT WINES
Sun-Fri 10am-5pm
Sat-Sun 10am-4pm
Wine Tasting
Juniata

SHIFT
boutique
OPEN

the
Chocolat bar
fine handcrafted chocolates
805 W. Diamond St., Suite 100
2008 3387771
www.thechocolatbar.com

Congratulations
Graduates
Class



About Treadway Strategies

Community isn't charity. It's strategy.

Treadway Strategies is a consultancy specializing in ROI-driven community integration for small to mid-market businesses.

We help companies build trust, presence, and mutual value with the communities they operate within, not through philanthropy, but through systems that directly strengthen:

- workforce recruitment
- employee retention
- brand reputation
- local market share
- regulatory goodwill
- stakeholder trust

While most businesses treat “community engagement” as PR, donations, or surface-level outreach, Treadway Strategies establishes a strategic, measurable, repeatable system that ties community presence directly to business outcomes.

Our Mission & Vision

Mission

To help businesses build authentic, long-term trust with the communities they depend on; therefore, strengthening workforce stability, brand reputation, and local partnerships through measurable, ROI-driven integration strategies.

Vision

A business landscape where companies are not outsiders in the communities where they operate, but trusted partners who show up consistently, listen deeply, and build value for everyone involved.



Why Community Presence?

Capacity Building

HR departments are focused on internal issues and strategies. Marketing teams increase brand awareness with customers and clients. Many businesses are missing the gap of building workforce pipelines, brand presences, and regulatory goodwill that come from being trusted members of the community.

From Idea to Strategy

A business moving into an area once asked me, "what do businesses do to to achieve community buy-in?"

My answer was simple: **be a part of the community.**

This largely unexplored space, where businesses are working toward community buy-in and are doing so through the both lenses of community impact and a return on investment is where Treadway Strategies sits because companies thrive when communities trust them, and struggle when they don't. When businesses expand, recruit, open facilities, or make big decisions, community trust can determine whether they succeed smoothly or face resistance.



For Business

Businesses succeed when communities trust, respect, and understand them.

We help you build that trust with a system that delivers measurable ROI.

Why Businesses Need Community Presence

- ✓ Better Workforce Pipelines:
People work where they trust the employer.
- ✓ Stronger Brand Preference:
Communities support companies that show up consistently.
- ✓ Lower Reputation Risk:
Prevent public backlash, misinformation, and local resistance.
- ✓ Smoother Operations:
Permits, partnerships, and initiatives move faster with trust.
- ✓ More Local Partnerships:
Goodwill opens doors to mutually beneficial collaborations.

We turn community presence into:

- reduced hiring costs
- increased retention
- stronger local market share
- improved brand perception
- smoother operational decisions
- long-term stability

Our work with business includes:

- Stakeholder and ecosystem mapping
- Workforce perception analysis
- Message + narrative frameworks
- Local partnership strategy
- Leadership presence coaching
- Crisis-prevention strategy
- Trust dashboard + sentiment tracking



The T.R.E.A.D. Way™

The T.R.E.A.D. Way™ is a 5-step, ROI-driven system that helps businesses build trust, presence, and long-term partnership with the communities they depend on. It transforms community engagement from a PR expense into a strategic advantage.



Trust

Identify how your company is perceived, where barriers exist, and which relationships matter most.
This step reveals the baseline reality, not what the company thinks the community feels, but what is actually happening.



Research

Gather honest, on-the-ground insight from community members, employees, and influential stakeholders.
This step provides real community intelligence businesses never receive through surveys or PR.



Engagement

Build a strategic, measurable community integration plan aligned with company goals.
This step creates the playbook for how the business will show up, build trust, and increase ROI through presence and partnership.



Activation

Train leaders to show up with credibility, consistency, and cultural awareness.
This step solves the issue of not only why and where to show up, but how.



Delivery & Data

Quarterly measurement of trust, workforce outcomes, and reputation, proving the business value of integration.
Community engagement is rarely measured, but in the T.R.E.A.D. Way, everything is measured.

Our Offerings

No two businesses are the same, and neither are their communities. These offerings are structured frameworks. Each engagement is tailored to your goals, market, and impact vision.

01

The T.R.E.A.D. Way™ Workshop

Typically a 1 day engagement (can be split)

Purpose: Align leadership, and define practical next steps to improve trust, hiring, and reputation.

Includes:

- Identifying perception gaps, stakeholders, and risks
- Stakeholder listening and insight gathering
- Build strategy, presence, and messaging alignment
- Real-world application and behavior shifts

02

The Foundation Package

~6-8 week engagement

Purpose: Build clarity, diagnose risks, and establish the business case for integration.

Includes:

- T.R.E.A.D. Way Step 1 - Trust
 - Community Trust Snapshot
 - Identify current community relationships
- T.R.E.A.D. Way Step 2 - Research
 - Stakeholder Ecosystem Map
 - Listening interviews
 - Internal + external research focus groups

03

The Integration Package

~2-3 month engagement

Purpose: Build the full system for community integration using all 5 steps of The T.R.E.A.D. Way™.

Includes:

Everything in The Foundation Package, plus:

- T.R.E.A.D. Way Step 3 - Engagement
 - Community Presence Playbook
- T.R.E.A.D. Way Step 4 - Activation
- T.R.E.A.D. Way Step 5 - Delivery & Data

04

The Partnership Package

Recommended 6-12 months

Purpose: Continuous guidance for companies who want ongoing, high-trust community integration without hiring internal teams.

Includes:

Everything in The Foundation & Integration packages, plus:

- Monthly strategy calls
- Quarterly T.R.E.A.D. recalibration
- On-call advisory for community-related decisions
- Ongoing stakeholder relationship management
- Quarterly leadership refreshers

05



Reports

These reports and strategic plans are embedded within The T.R.E.A.D. Way™ process, allowing businesses to receive collected information that produces clarity and action items on community presence throughout the collaboration.

Community Trust Snapshot

- Perception Reality Check
- Narrative & Conflict Scan
- Workforce Trust Barriers
- Trust Summary Snapshot
- Assumptions vs. Reality
- Key Opportunities & Next Steps

TREADWAY

STRATEGIES

Community Trust Snapshot

Client

Business

Location

City, State

Assessment Date

MM/DD/YYYY

Prepared By

Consultant Name

Perception Reality Check

How does the organization believe it is perceived by the community?

Leadership's stated belief about how they are seen...

What evidence supports or contradicts that belief?

Data points, feedback, indicators...

Sentiment by Group

Employees

Positive

Neutral

Negative

Residents

Positive

Neutral

Negative

Community Leaders

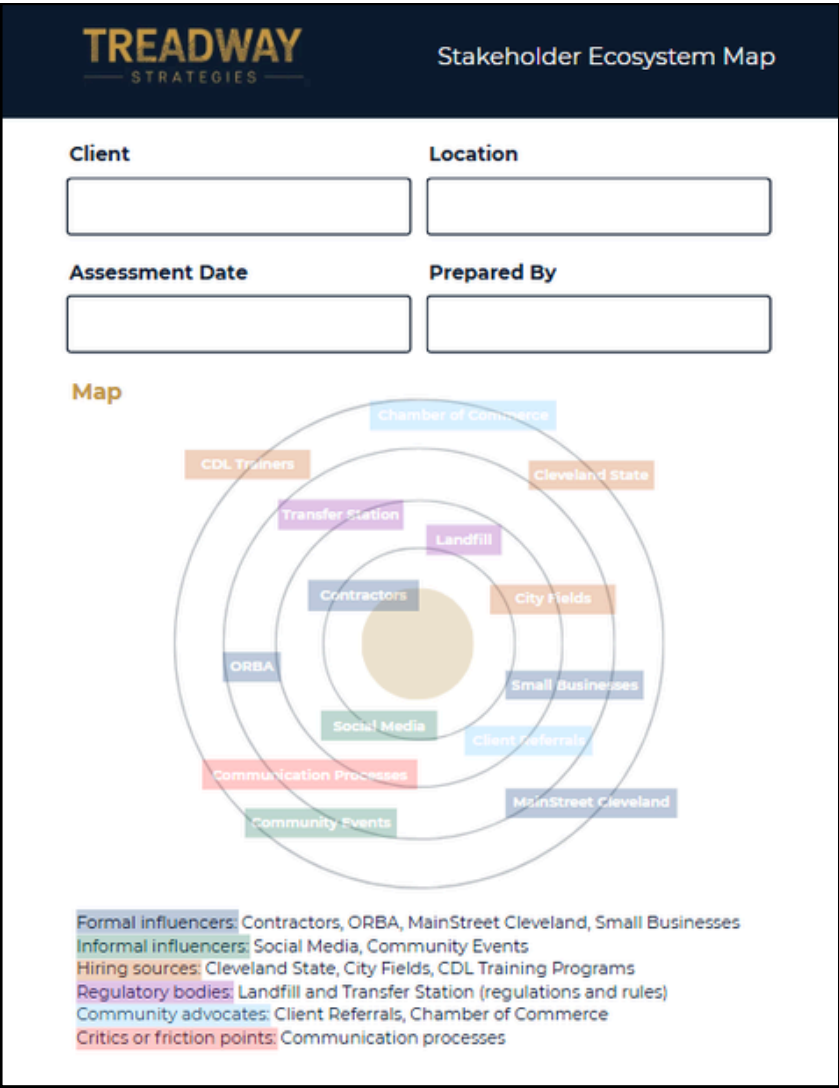
Positive

Neutral

Negative

Stakeholder Ecosystem Map

- Stakeholder Ecosystem Map
- Priority Relationship Opportunities
- Research Summary Snapshot
- Key Opportunities & Next Steps



Community Presence Playbook

- The Business Case
- Workforce Trust Barriers
- Presence Initiatives
- Annual Presence Calendar
- Partnership Strategy
- Messaging Architecture
- 90-Day Action Plan
- Key Metrics & Data
- Engagement Summary
- Partnership Vetting Scorecard
- Post-Engagement Reflection





Let's Connect



www.treadwaystrategies.com



kevin@treadwaystrategies.com

Whether you want to strengthen your company's community presence, increase trust with local stakeholders, or design measurable engagement strategies, Treadway Strategies can help you turn connection into real results.

