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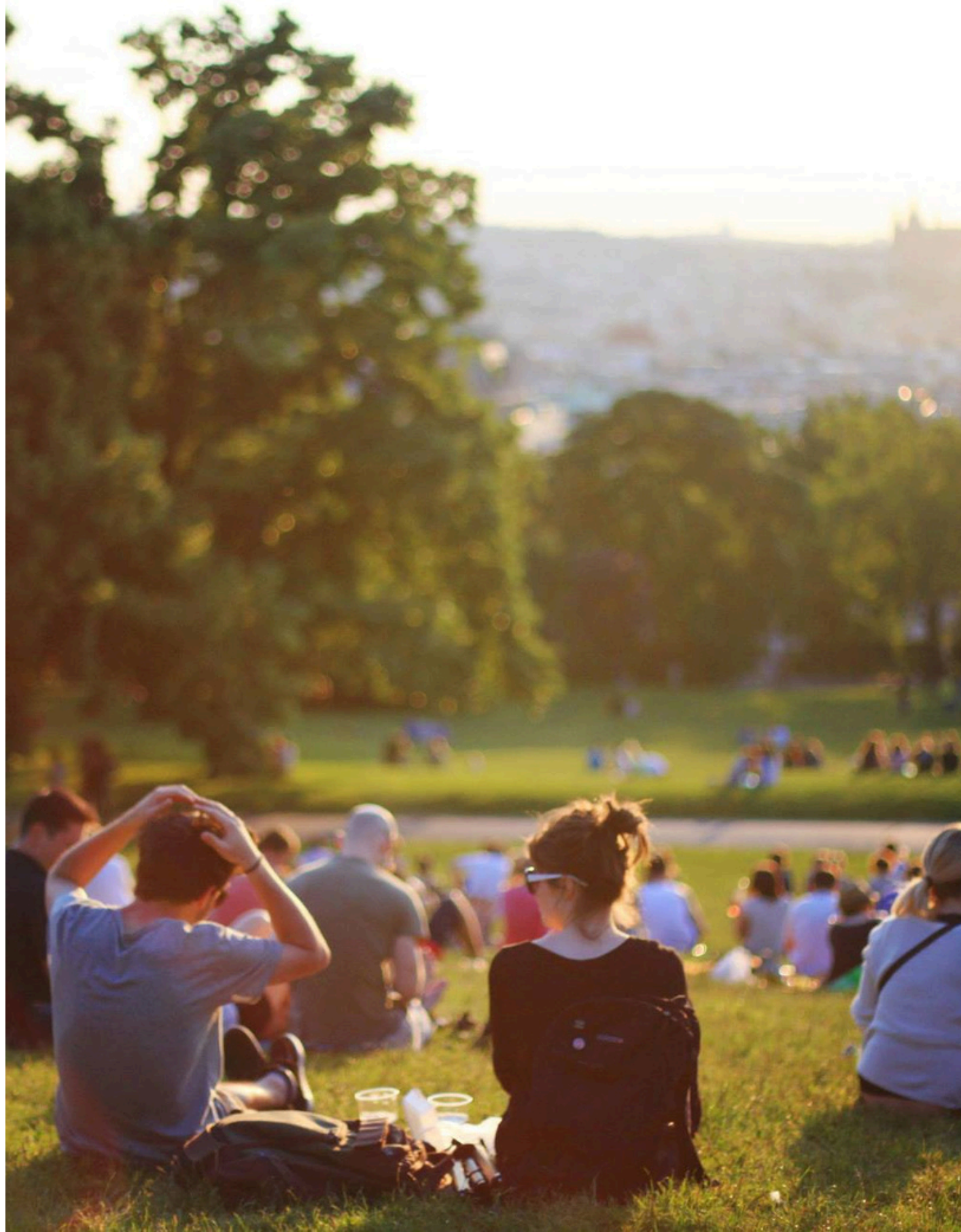
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TREADWAY

— STRATEGIES —





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.



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 Integration

- ✓ 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.

T

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.

R

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.

E

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.

A

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.

D

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

01

The Foundation Package

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

Includes:

- T.R.E.A.D. Way Step 1 - Trust
- T.R.E.A.D. Way Step 2 - Research



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The Integration Package

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
- T.R.E.A.D. Way Step 4 - Activation
- T.R.E.A.D. Way Step 5 - Delivery & Data



03

The Partnership Package

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

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Let's Connect



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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.

We work with businesses, organizations, and teams who understand that authentic community relationships aren't charity, they're a competitive advantage.

Let's talk about your goals, your challenges, and how we can design a plan that delivers both impact and ROI.