

# Emma Thompson

## Pharos

Want a sounding board to discuss and formalise your future plans?

The founders of Pharos8 had been mulling over how to develop its brand to create an identity which could be independent of those who ran the company. I helped them articulate the Pharos story and the principles and personality behind the organisation. Once this was established the founders had to determine whether there was a mis-match between how Pharos wanted to come across and how it was perceived by its clients. I interviewed a number of their clients throughout the UK, and with this information, Pharos set about re-designing its brand, website and promotional material.

*“Emma challenges our thinking and given we work in a small growing business full of peaks and troughs of activity she manages to keep us on track however much we become sidetracked with client demands.*

*She is very professional and at ease in front of our team and our clients. Her capacity to get to the right people and find out information that really counts is extraordinary.*

*We hope that Emma continues to work with Pharos over the coming years and that we will all benefit from this relationship as we have so far.”*

Bridget Jolliffe, MD of Pharos

See what Pharos has been able to achieve for yourself at [www.pharospartners.com](http://www.pharospartners.com).