



## Those of us who lived through the Cold War are familiar with the idea of mutually assured destruction. But are we as familiar with the idea of mutual advantage?

Although the polarized world we live in today has made this strategy less popular, it is no less effective when employed to achieve public policy results, business objectives, or community goals. In an increasingly complex business and political landscape, there are actually fewer zero-sum scenarios and more intersections of shared interests. By identifying these common interests and goals, forming strategic alliances, and developing effective plans, Stidvent Partners helps clients leverage available resources to achieve their desired results.

Finding opportunities for mutual advantage requires a deep understanding of competing and collaborative interests. It requires trust, credibility, and creativity. It also requires a broad perspective and the nimbleness to act quickly as circumstances change. Stidvent Partners provides that expertise to create incentives for individuals and organizations to work together to achieve mutually beneficial goals.

### AREAS OF INTEREST

- + Public Policy
- + Regulations
- + Higher Education
- + Workforce Development
- + Corporate Citizenship

### SERVICES

- + Policy Analysis
- + Proposal Development
- + Message Development
- + Introductions
- + Strategic Alliances