

Simplicity Metrics

Transforming data into meaningful engagement

We live in a complicated world
but your communication doesn't have to be.



Visualization Management: Websites. Proposals. Print materials. They're all better with persuasive graphics. A clear visual is one of the fastest ways to get a complicated idea across quickly.

Our visual management services start with a comprehensive audit of your existing communication content. We then develop dozens of visuals to bring your data to life and help your organization share its message with the world.

Whiteboard Explainer Animations: Why explain important information or complex ideas through text when you could use video? These short, educational videos are a great way to educate, persuade or inspire.



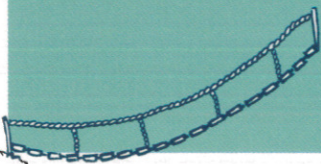
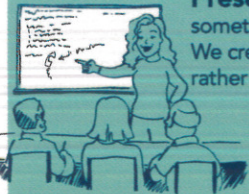
Infographics: Let your data tell your story with one infographic that captures all of your key info in one easy-to-understand image. This is convenient for sharing on your website as well as in print.

Marketing Materials: We'll work with you to develop the messaging strategy, graphics & photos that put your best face forward.



Presentation Design: Whether you're using PowerPoint, Prezi or something else, professional presentation design can make all the difference. We create smart and modern visuals that enhance your content, working with it rather than overpowering it — so nothing gets in the way of your message.

Coaching & Strategy: What do Grammy-winning singers and top sports teams have in common? Coaches. High-performing organizations know the power of coaching in getting the most out of their team. You have the vision; we can help you get there. Our certified coaches work with leaders and teams to create and execute big ideas.



Simplicity Metrics



What Do Our Clients Say?

Understanding and easy to work with

Simplicity Metrics understands the substance of our policy research, and they know how to communicate it effectively. They are easy to work with. They deliver what we need when we need it.

Neil L. Bergsman

Director, Maryland Budget & Tax Policy Institute

Gift for data + technology + design

Simplicity Metrics has a real gift for making data meaningful and integrating technology and design. Most firms can do one or the other, but it is rare to find a group that can do it all.

Heather Iliff

Director, Maryland Nonprofits Consulting Group

Thoughtful advice that empowers

We were delighted with how quickly and beautifully Simplicity Metrics created an engaging, innovative presentation (think Cinderella's fairy godmother). These folks aren't just technically savvy communication experts; they are also educators who know how to explain and empower.

Sara Collina

Health Policy Consultant, Patient Centered Outcomes Research Institute

Makes our work more effective

Working with Simplicity Metrics adds real value to the information we want to communicate to the community. A partner that can translate data into more accessible formats and presentations makes our work—whether it's building partnerships, informing the public and policymakers, or seeking funding—much more effective.

Nancy Lewin

Director of Health Policy & Communications, Howard County Health Department

How can we bring your data to life?

www.simplicitymetrics.com

Call for a free consultation: (202) 355-6336