WHO RULES   
I went ahead and attached the newest hierarchy to the brief. Its titled hierarchy

I also went along and sent you a design concept. Since all this material will be compiled together, my biggest request is that it all have the same look and feel. Example: the hand in the Core Values document is animated and fun… so I would like to keep the images used in the same storyline (does this make sense) another example would be the character used in the “Meet the Team’ document should be the same ‘people’ used in the hierarchy.

MISSION, VISION   
Please see the attached possible designs in the brief.

**VISION:** Empowering plastic surgeons and dermatologists to practice with peace of mind.  
**MISSION:** To be the largest financial and operations consulting solution for plastic surgeon and dermatologists nationwide.

**CORE VALUES:**

* Integrity
* Communication
* Service
* Newfangled
* Curiosity

WHAT DRIVES US

i will need you to see why too much attention and detail were given ONLY to this page, whilst all the others have been somewhat neglected…is why, you're NOT FEELING IT with the new visuals that just came in. Most especially, when it is the only page that had ACTUAL TEXTS that were particularly invigorating in tone and manner. The others just seem to be a mee-too or a by-the-way with no thought or emotion put into the texts…to make it worse, they're not even ACTUAL. Even the CURIOSITY part had ACTUAL TEXTS to go as a revision. That's why it simply works, like magic.

MILESTONE

Please reference new brief example titled ‘Milestone Concept’. I’m not tied to one particular design or idea here. I’m just looking for something fun yet Auctus branded. Maybe a road or an hour glass or something exciting for the new hires to look at and grasp how fast this organization is going. We’re just looking for a shortly timeline here with the following text:

2012 - $700 bucks and a laptop

2013 - Founding Partners take the leap and quit their jobs

2014 - We're making 6 figures baby!

2015 – First Hire

2016 - First out of state employees and clients

2017 - employee count doubles

2018- Company size doubles again

2019 – stay tuned!

MEET THE TEAM

I’d like to stick closer to what I hosted in the brief when it comes to this document. A character in the middle with fields surrounding that speak to the following areas. There shouldn’t be much information needed here outside of the spacing allotted in the brief as well.

* 1. Name
  2. Other Information
  3. 3 fun facts
  4. Disk Assessment Scores
  5. Experience
  6. About Me
  7. Find Me
  8. Education

CLIENT PROFILE 

In our type of business (consulting) we’re always attempting to make sure that we can provide the client with all services (fields) if possible, so if the field is blank, I’m much more prone to leave it empty so if we need to change up the client profile, it wouldn’t be too difficult to add the information into the blank section already provided vs attempting to make the space to adhere to these changes in the long run. The profile I provided you has all the information fields I’m looking to capture. Please note, if it needs to be two pages that’s okay too.

I went ahead and included the information we have for one of our clients, so you can best gauge content and spacing for the information. Graphics aren't as important on this page as they are on others as there is heavy content here. I don’t mind a bit of fun, reference the attached brief titled Client Profile. With the client image in the right-hand corner and the fun smaller images bor the website, and the phone number. Basically, a way to make a lot of not so fun information more enjoyable. Again, the color branding being actus and having it branded is important. Client Profile***Client Information:******Client Name:*** *Florence Mussat MD****Client Tag:*** *MUSSAT****Practice Name:*** *Florence Mussat MD Plastic Surgery****Website:*** *https://www.fmussatmd.com/****Facility Name:*** *N/A****Office Visit:*** *Yes****Point of Contact:*** *Loidy Tang****Point of Contact’s Role****: Front Desk****Phone Number:*** *312.751.9000****Email:*** *fmussatmd@msn.com****Practice Specialty:*** *Plastics, Headache Clinic****External Account Details:******Complexity Score:*** *Low****Volume:*** *10,000k-30,000k****Software(s):*** *N/A****Scheduler/EHR:*** *N/A****Connection/Connection Details:*** *Website: https://app.drchrono.com/accounts/login/****Collections Agency:*** *N/A****Collections Contact:****N/A***Internal Account Details:*****Contact Rep:*** *John Gwin****Charge Entry - Office:*** *John Gwin****Charge Entry - Surgery:*** *John Gwin****Payment Posting - Checks*** *- Luis Pena****Payment Posting - Direct Deposit*** *- Luis Pena****Rejections:*** *Luis Pena****AR - Facility:   
AR - Review:*** *Kyle Battles****AR:*** *Integra PIII****Statements:*** *John Gwin****Collections:*** *N/A****Pre Authority:*** *N/A*