Sustained Dialogue One-Pager Specs

Hello! We are the Sustained Dialogue Institute (formerly the International Institute for Sustained Dialogue), and we are looking for a 1-pager to introduce our product to the corporate market. We have 40 years of proven success creating dialogue-based solutions to some of the worlds most entrenched and vexing problems. Our product is a corporate training program called “Sustained Dialogue.”

Below I’ve compiled a TON of language that we are using around this – I realize that all of this might not fit, or we might not want to use all of it – use your best judgment, as I realize that we can change the language after the design is finished. Also, it’s not necessary to use bullet points.

**Here is the language that we are using:**

Possible Tag-Lines:

* Bring your best self. Do your best work
* Listen deeply enough to be changed by what you hear
* In just one hour, we went beyond months of small talk

Possible Pull-Quotes:

* Something needs to change. Do you have the tools to get started?
* What’s the most frustrating thing about your job?
* How can we get traction on our companies most difficult problems?
* How do we ask the right questions to make positive changes?
* I want everyone to bring their authentic self to work
* I want to finally gain traction around that tired problem that has been plaguing my organization
* How can I encourage and enable flow of information so that people can work across differences and do their best?

The Sustained Dialogue Process Is:

* Results-based, step by step process
* Inherently Energizing
* Community Oriented
* Relationship Enhancing
* Culture Building
* Silo-busting
* Simple But Challenging

How Sustained Dialogue Initiatives Add Value:

* Super-charges your conversations
* Creates a shared vision
* Transforms relationships
* Empowers people to design change
* Creates optimal systems
* Delivers unique outcomes
* Supports conflict resolution
* Drives collaboration
* Enhances diversity
* Unites teams
* Uncovers root causes
* Increases innovation
* Ends dysfunctional patterns
* Generates trust
* Cultivates authentic leadership
* Increases engagement
* Promotes peer learning
* Builds resilience
* Activates networks
* Improves the caliber of interactions
* Supports stakeholder and client outcomes

Contact us to learn more about launching a Sustained Dialogue initiative in your company today.

Sustained Dialogue Institute

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**Here are the specs (these are from our printer – please use whichever one you prefer to work with OR you can also submit a design for a Bi-Fold and specify the specs for the printer):**

**11X17 Tri-Fold**

NO BLEEDS (designers will know)

Doc size 11 X 17 unfolded

Fold size: 11 X 5.66 (Gutters 3/8 wide)

FULL BLEEDS

12 X 18 Sheet (Layout for 11 X 17) with crop marks. Image should run over the 11X17 margin

Cut down to 11X17

Fold size: 11 X 5.66 (Gutters 3/8 wide)

**8.5 X 11 Tri-fold**

NO BLEEDS (designers will know)

Doc size 8.5 X 11 unfolded

Fold size: 8.5 X 3.66 (Gutters 3/8 wide)

FULL BLEEDS

9 X 12 Sheet (Layout for 8.5 X 11) with crop marks. Image should run over the 11X17 margin

Cut down to 8.5 X 11

Fold size: 8.5 X 3.66 (Gutters 3/8 wide)

**Preferred Colors:** our preferred color palate is included in a separate attachment, but do not feel limited – use your imagination!

**Images:** We promote diversity, so we appreciate images that reflect this – fractals that appear in nature are one example, because they represent high-functioning systems. Anything representing teamwork or dialogue is good. Use your imagination!

Thank you!