

# COMPANY PROFILE



A PARTNERSHIP



Your Strategic Partners in Capacity Building for Your  
Organizational & Business Development through

**| STRATEGIC COMMUNICATION |**



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# About Us

The DMASS Group is based in Southern California. Established in 2003 as a media production business in Columbus, Ohio in the USA, THE DMASS Group has now grown into a Strategic Communication Consulting Company. We engage in interprofessional collaborations for the best possible delivery solutions that provide our clients with the best value for their needs and desired outcomes. In 2022, MR BUSINESS OPTIMUS LTD. in Tanzania become a consulting partner for the East Africa region.

Our list of clients is comprised of businesses, non-profit organizations, government agencies, industry professionals, and destination marketers.

## Some of the Services we Offer

We deliver exceptional services in the following areas: facilitating trainings for organizations, formulating communication strategies and campaigns that influence measurable outcomes, brand development and management, crisis and reputation management, digital analytics, consumer insights, content development, and media production.

We contribute to the health of organizations' culture, internal and external communication campaigns, wellbeing of staff for optimized performance, enhancing competencies in customer relations and experience, ethics and governance, time management, and C-Suite Optimization Sessions for leaders and managers.



## Client Portfolio:

### USA

- Institute For Children Aid California
- Ackland Media Frames California
- Huntington Bank Columbus (Customer Services Operations) Ohio Danny Kastner (former apprentice in The Apprentice Show by Donald Trump) on one of his productions related to Comi-Con in San Diego
- KZSW TV California
- Rescue The Passion Global San Diego
- Trinity Worldwide Reprographics Inc. California
- The FLIC Inc. California
- Musical Experience Learning Center California
- The Rock Leadership Institute California

### Tanzania

- Higher Education Students' Loans Board in Tanzania
- ZS Logistics LTD.
- Victory Financial Services LTD



# Our Vision



To be the Trusted and Preferred Business Partner in Providing Optimized Solutions for Communication Needs.

# Our Mission



To Influence Transformation for Organizational Efficiencies over People, Process, and Performance.

# Our Value Commitment

To Impact Quality Outcomes and Overall Wellbeing of People, Processes, and Performance in the following Levels:

1. Organization: Alignment of organizational capability development needs with the organization's strategic plan
2. Culture: Building organizational character that supports a quality relationship between employees, and positively impacts customer experience.
3. Individuals: Learning and upskilling for competency and development through trainings



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## Business Benefits

Our clients' success is our top priority. Partnering with us offers your organization a commitment to professionalism, high standards for services delivered because of our interprofessional collaborations, exploration of new ideas and opportunities that will impact management and staff, and a return of your investment resulting from our impact and transformative approach. Organizations highly benefit from our workshop and training in three main areas:

1. Development of technical skills such as customer service, customer management, time keeping etc.
2. Human Skills such as ethics and values, personal leadership, communication, emotional intelligence, wellbeing of employees, teamwork etc.
3. Strategic Skills such as Executive effectiveness, reputation management, crisis management, brand equity, leadership innovation and creativity, etc.

Our ability to facilitate trainings that help build the desired organizational cultures is of tremendous value and benefits.

## Our Deliverables:

### Internal Communication

- Assess Internal Communication
- Inspire Functions of Communication
- Improve Organizational Culture
- Drive Employee Retention & Performance through Communication
- Employee Alignment to Deliver Organization Strategic Plan



### External Communication

- Strategy and Message Development
- Reputation Management for Brands & Individuals
- Crisis Planning & Management
- Development of Case Studies
- Public Relations
- Effective Marketing Campaigns
- Strategic Communication Plans
- Consumer Insights & Digital Analytics



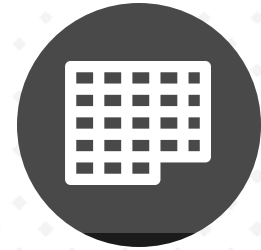


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## Project Based Approach

Every assignment with our client is a project that we approach with due diligence. We consider each client and project as unique businesses that they are. We understand that they deal with their unique aspects of challenges and advantages. With that in mind, we use project-based consulting approach that enables us to collaborate with the right professionals for short or long-term needs. It provides powerful capabilities for identifying and scoping our clients' needs. It also provides the most long-lasting solutions to the client's problems.



## Theory in Practice

We integrate three theories in our practice. These theories are systems theory, relationship management theory, and sensemaking theory as mechanisms for building consensus and commitment in client-consultant practice. The integration has excellently supported our quality engagement with clients. We strongly believe that:



**Building consensus and prolonged commitment is beneficial to both client-consultant relationship and organizational relationships.**



**Relationships are the hallmark of organizational performance, prosperity, and sustainability. With respect to management consulting, client-consultant relations seek to understanding the system, and then apply relationship management theories to build long lasting consensus and commitments**





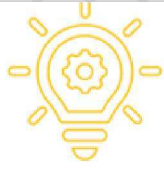
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## Let's Work Together



Change is difficult and disruptive to every one of us, but a pivot in the right direction is highly rewarding. As a result, we are continuously enhancing our strategic communication and management capacity to improve your internal and external obstacles to your continued growth. **Everything Begins with Communication.** We are your partners in finding strategic solutions for your communication needs and wellbeing of your organization.

Lead Consultant: Dennis Massawe



Thoughtfully influencing for

## TRANSFORMATION

Lead Consultant Profile

<https://media.publit.io/file/DENNIS-MASSAWE-PROFILE.pdf>

over an individual, groups, or organizations.

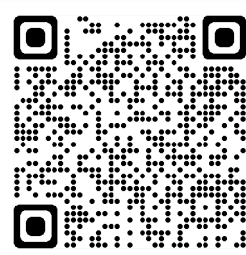
## 2022 PROFILE



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