



**Fleur de Lis**  
COMMUNICATIONS

STRATEGIC • COMPREHENSIVE • APPROACHABLE



The world is automated, but we don't have to be. We believe in connection, humanity and the importance of approachability. We want to help you build relationships that also build your bottom line. How are we different? Well, you've probably never worked with a firm like ours. We're high-touch, experienced, and just as comfortable in the trenches as in the board room. We're the team who will dig in. We speak your language.



## What We Offer

### Comprehensive Consulting

- Successful communication starts with a strategy, whether it's **refining your brand, targeting specific market segments, or building internal morale**. We can help you get your message to the public, strengthen the dialogue with your own team, or make connections for a specific project.

### Fractional Communications Executives

- Every business needs a comms perspective at the leadership level - every day, and especially during a crisis. We have a creative model that gives you access to the highest level of comms expertise at a scalable cost without compromising quality.

### Training and Workshops

- Developing your team is easier and more affordable than you think. Whether it's **skills development or hands-on coaching**, we have the experience to help you and your team perform at the top of your game - especially in a remote work environment.

### Content Creation, Copywriting and Editing

- With more than four decades of **experience researching, writing, and editing** on the tightest of deadlines, we can help with everything from **investor communications** to **social media**.





## Who We Are



**Bill Shory**

- Emmy-winning media professional with 25-year career in television news
- Led three different newsrooms to first-place ratings, financial results, and industry recognition
- Experienced dealing with both long-term strategic work and fast-developing, unforeseen challenges
- Offering guidance in media relations, media training, crisis communications, community relations, and content creation



**Tara Leigh Goode**

- 15-year communication expert with experience spanning government, corporate, international relations, and consulting
- Storytelling ability + relationship building skills led to over \$36m in grant funding lobbied from Congress, 20% revenue growth for high-tech weather firm, and 36% increase in brand awareness for Louisville-based Genscape
- Highly experienced in crisis communications - nationally recognized for disaster response leadership
- Unique understanding of high-tech, data-centric businesses in a start-up or mid-growth phase



## Our Clients



## Get In Touch



[www.FDLComms.com](http://www.FDLComms.com)



info@FDLComms.com  
900 E. Main Street  
Louisville KY 40206

**Bill Shory**  
bill@FDLComms.com  
502.974.4332

**Tara Leigh Goode**  
tara@FDLComms.com  
859.473.4433