

Rebel Pine

STRATEGIC ADVISORY & COMMUNICATIONS

Turn complexity into *clarity*. And clarity into *influence*.

When the stakes are high and the message has to land,
I help leaders make sure change doesn't stall with people.

NANCI SMITH · FOUNDER & PRINCIPAL CONSULTANT
REBEL PINE ADVISORY · REBELPINEADVISORY.COM



THE CHALLENGE

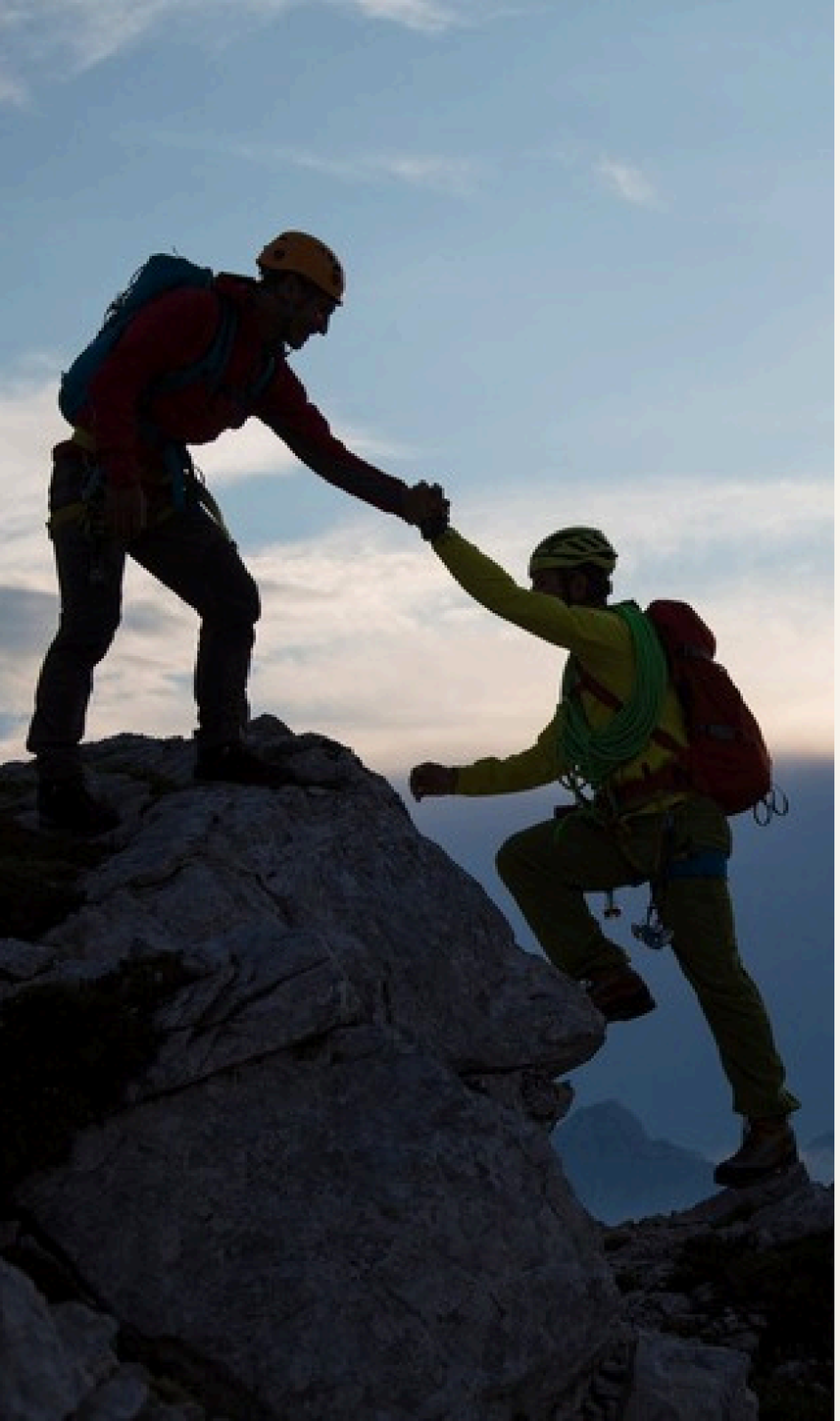
Leaders know the *plan*.
Most people don’t know *their part* in it.

Leaders tell different stories.
People notice the gaps between versions.

Managers hear it last.
The people employees trust most are the least prepared.

The what, without the why.
Decisions are shared without the reasons behind them.

No one is listening back.
Unanswered questions get filled by rumors.



WHERE I HELP

When the path forward *isn't* clear.

GROWTH & ACQUISITIONS

The business has changed. The story hasn't.

TRANSFORMATION & CHANGE

The strategy is clear on paper. Not yet in practice.

LEADERSHIP ALIGNMENT

Everyone has a perspective. No one has the same picture.

WHO I WORK WITH

CEOs, CHROs, CMOs, and transformation leaders at global firms, PE-backed companies, and mission-driven organizations.

HOW I HELP

From *strategy* to *shared understanding*.

Align the narrative

Turn strategy and decisions into one clear, consistent story.

Activate leaders

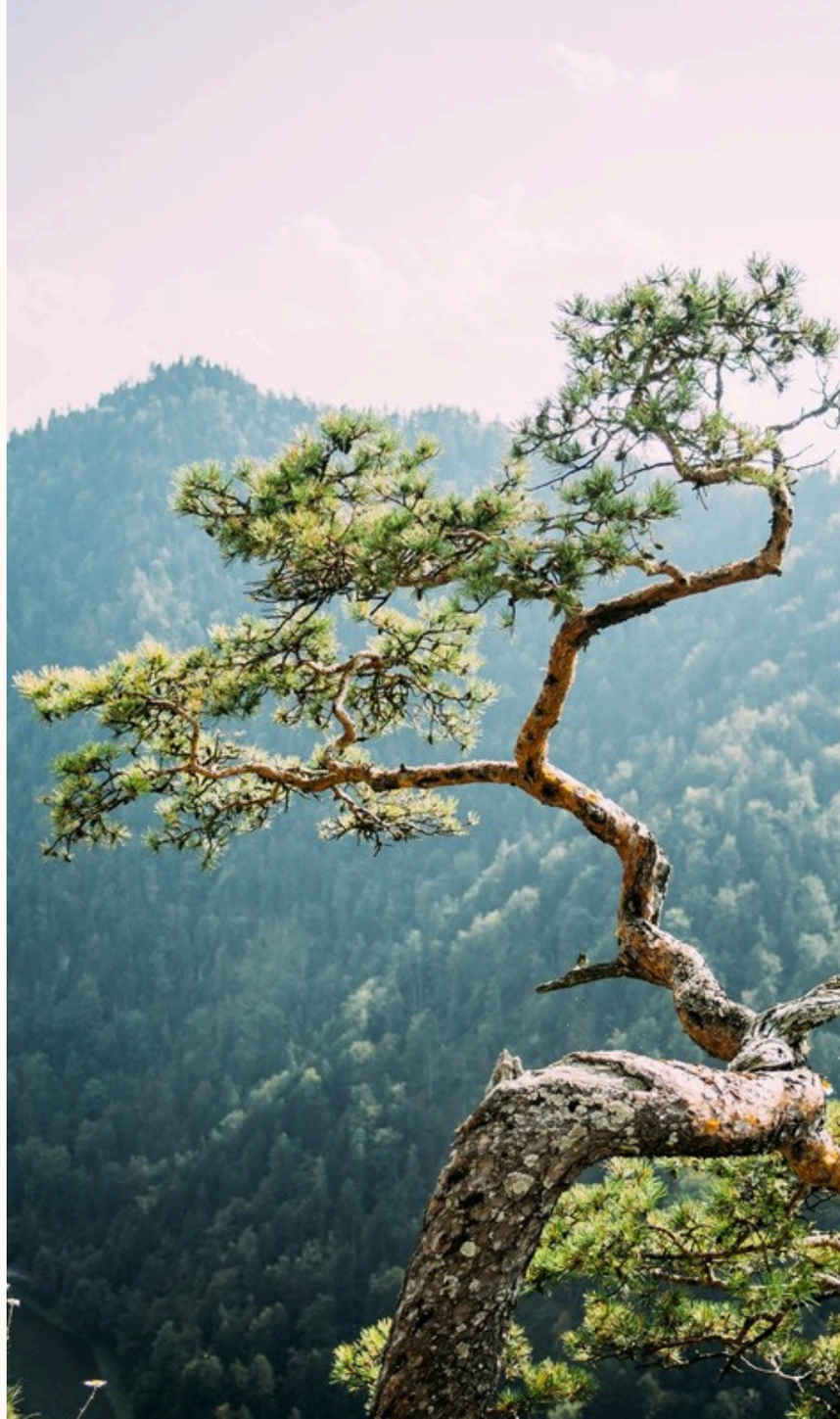
Prepare executives and managers to explain what's changing, why it matters, and what's expected.

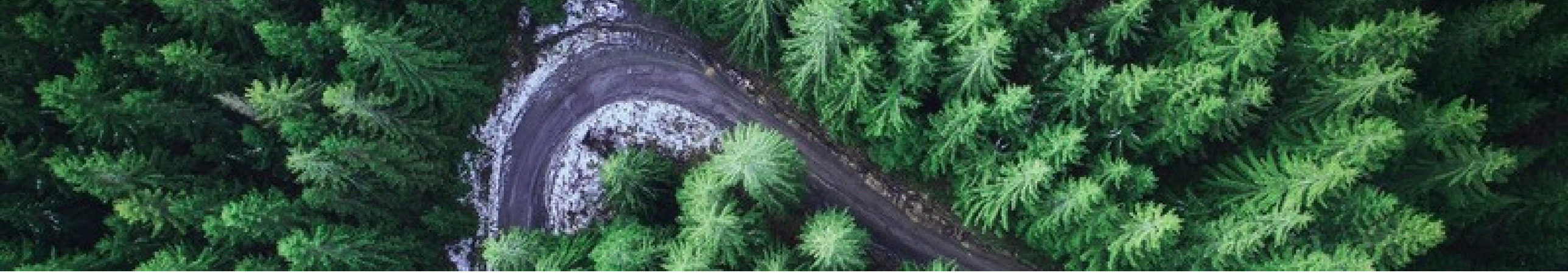
Run the work

Plan and deliver the communications week to week, so nothing stalls.

Listen and adapt

Surface employee questions, spot emerging concerns, and refine communications as the work unfolds.





MY APPROACH

I don’t start with the *deliverable*.
I start with the *question* underneath it.

WHAT YOU ASK FOR	THE REAL QUESTION
“We need a presentation.”	Are we aligned on the decision?
“Our message isn’t landing.”	Do we agree on what matters?
“People aren’t getting on board.”	Do we understand their concerns?

Most communication problems are alignment problems in disguise.

WHAT CHANGES

Everyone knows the *story*, and their *role* in it.

LEADERS

Speak with one voice.

Every leader tells the same story, with the same reasons behind it.

WHAT I DELIVER

- Change story and key messages
- Presentations and talking points
- Coaching before key moments

MANAGERS

Ready for hard questions.

The people employees trust most can answer with confidence.

WHAT I DELIVER

- Manager toolkits and cascade guides
- FAQs that stay current
- Team meeting materials

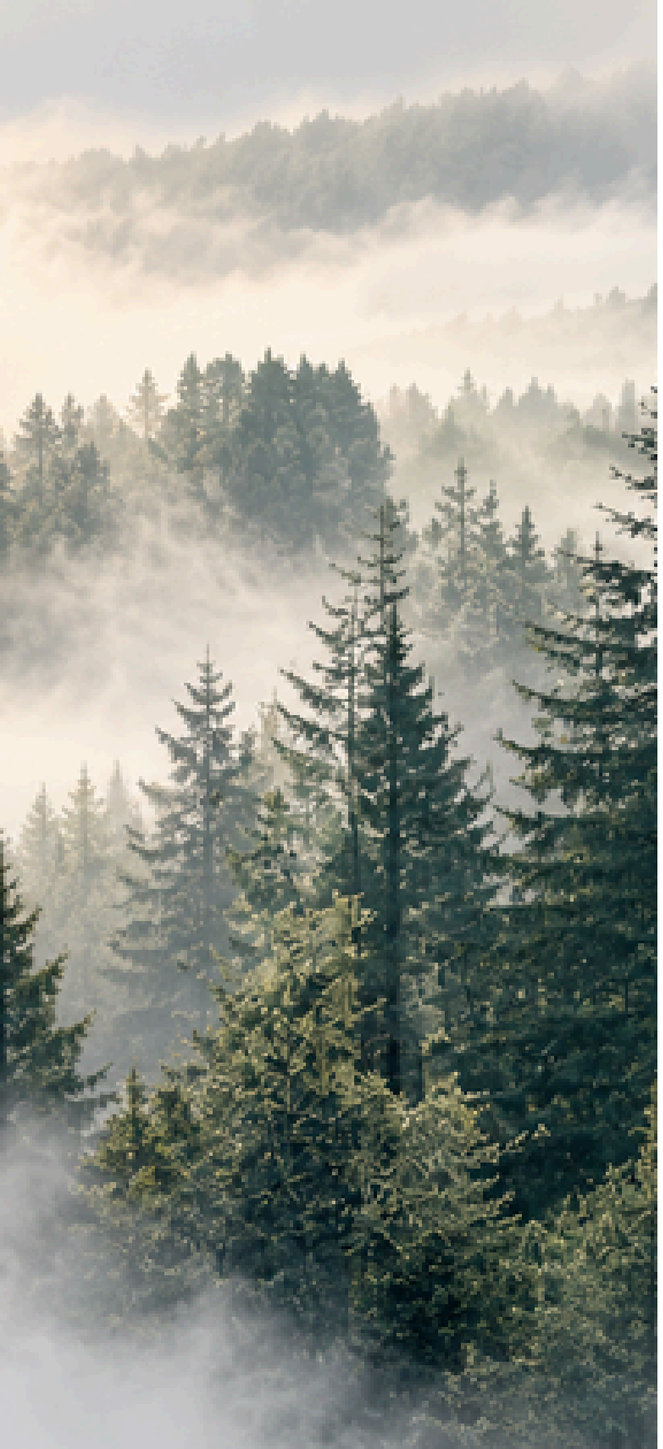
EMPLOYEES

Informed, and heard.

People know what's expected of them and see their feedback acted on.

WHAT I DELIVER

- Communications plan and calendar
- Pulse checks and listening sessions
- Feedback themes and emerging risks



RELEVANT EXPERIENCE

Different organizations. *The same work.*

ORGANIZATION	WHAT I DID	WHAT IT SHOWS
Deloitte Executive & transformation communications	Partnered with senior executives on enterprise communications and transformation. Created the Executive Communications Lab for 100+ leaders.	*Senior executive counsel and transformation at enterprise scale.*
Alvarez & Marsal Global employee value proposition	Translated global workforce research into one employer narrative and activation framework across regions.	*Aligning stakeholders around one foundation in a complex global firm.*
Riveron Brand transformation, 1,200+ employees	Led the rollout of a firmwide rebrand through CEO town halls, workshops, and pulse surveys.	*Turning strategic change into leader engagement and employee participation.*
Smasherson Foundation Brand story and sponsor strategy	Built the narrative, website, and supporter toolkit for an Atlanta foundation supporting children, families, and research in pediatric brain cancer.	*Shaping a deeply personal story and connecting the mission to sponsor and donor investment.*

WAYS TO WORK TOGETHER

Boots on the ground, with a *seat at the table*.

Projects for a specific challenge. Partnerships for ongoing work.

PROJECTS *Focused work with a clear finish.*

Strategic Clarity Intensive

Something isn't adding up, and you need a clear read before you act.

Diagnosis. Recommendations. Next steps.

2 TO 3 WEEKS

Growth & Change Playbook

A pivotal move is ahead, and your leaders need one direction.

Direction. Alignment. Narrative.

ABOUT 6 WEEKS

PARTNERSHIPS *Ongoing support as the work unfolds.*

Embedded Communications

Transformation is underway, and you need a senior communications lead in the room.

Counsel. Delivery. Measurement.

2 TO 3 DAYS A WEEK
3 MONTHS OR LONGER

Executive Counsel

Priorities are shifting, and you want a candid thought partner who knows your business.

Perspective. Judgment. Communications.

MONTHLY

IN THEIR WORDS

Nanci quickly got up to speed on a complex global initiative, brought a fresh perspective, and delivered thoughtful, high-quality work that exceeded our expectations.

ERICA GEORGAS · SENIOR GPO LEADER, A&M
EMPLOYEE VALUE PROPOSITION SPONSOR

Special thanks to Rebel Pine for capturing Emerson's legacy so beautifully.

JEFF PODOJIL · CO-FOUNDER
THE SMASHERSON FOUNDATION

Nanci has been an incredible partner in our brand refresh. Her stellar communication, deep expertise, and willingness to go the extra mile have been evident from day one.

LINDA ORTON · CMO, RIVERON
BRAND REFRESH SPONSOR

Nanci's ability to blend strategy, storytelling, and execution has transformed how we engage and inspire.

SUZANNE KOUNKEL · GLOBAL & US CMO, DELOITTE
EXECUTIVE COMMUNICATIONS LAB SPONSOR

Rebel Pine

Something important isn’t adding up?

That’s usually the *right time* to talk.
I’d welcome a conversation about what you’re navigating.



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