



FOR IMMEDIATE RELEASE

Two Ottawa Businesses Launch Rhapsody Strategies to Best Support Organizations and their Leaders in Creating their “Epic Story”

OTTAWA, ON – June 27, 2014 – The game has changed for two prominent Ottawa companies. In a true collaboration, Breakthrough Coach, a business-coaching firm, and Social Catalyst, a social media and marketing company, have merged to create a one-of-a-kind business solution that takes a holistic approach to helping their clients become the most sophisticated leaders in their field.

Rhapsody Strategies focuses on building leaders, transforming organizations, and helping businesses engage with their market. They combine the full capabilities of a business and leadership-coaching company, a management consulting company, and a creative firm all under one roof.

Many organizations have struggled in the past to stitch together the services of multiple suppliers. They lacked a common understanding of what was genuinely required to succeed.

The goal at Rhapsody Strategies is to understand and help drive the vision, strategy, operations, marketing and leadership development together. Each is a vital piece of the business puzzle, none of which are mutually exclusive.

Why Rhapsody?

“A rhapsody is an epic story, full of twists and turns and unexpected events and it’s like business,” says Eric Deschamps, CEO and Co-Founder of Rhapsody Strategies. “We help clients who got into business to do something different, to stand out from the crowd, but somewhere along the way they got stuck. They know they’re meant for more, but they just don’t know how to get there.”

Clients choose Rhapsody Strategies because they need branding, they need to understand who they are, and they need to have a coherent view of the market, so they can express themselves properly. What businesses often don’t recognize is how they really want the market to respond to them. This is where Rhapsody Strategies integrates behavioural psychology in a simple form into strategies so that the market will actually listen and businesses can build genuine connections with the market.

“Our clients are trying to build rapport with the marketplace and get them to respond,” says Trefor Munn-Venn, COO and Co-Founder of Rhapsody Strategies. “How you tell your story in the market dramatically transforms the interaction and relationships you have with your customers.” Rhapsody Strategies applies behavioural psychology and advanced social media practices along with conventional marketing activities to challenge the status quo and create their “epic story.”

For more information on Rhapsody Strategies visit RhapsodyStrategies.com

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About Rhapsody Strategies:

Rhapsody Strategies was formed in June of 2014 when the teams from Breakthrough Coach and Social Catalyst merged to form a one-of-a-kind management consulting company and creative firm all under one roof. Rhapsody Strategies gives clients a single powerful resource to address the full range of their business needs, from coaching to management consulting to creative services.. The head office is located at 18 Byward Market Square in downtown Ottawa, Ontario. Visit RhapsodyStrategies.com for more information.

About Breakthrough Coach:

Breakthrough Coach is a business-coaching firm that specializes in helping small- and medium-sized business owners and entrepreneurs unleash transformational growth potential in their company. We help high achievers identify the tools needed to grow professionally and personally so their company can join that top five percent of businesses that comprise the high-growth firms in any market. Founded by Eric Deschamps, an accomplished Ottawa-based business owner and author of "[Turbocharge Your Business Now,](#)" Breakthrough Coach is a growing enterprise. Today, it powered by the values that were instilled when the firm was first launched: a commitment to greater accountability, clarity, honesty and personal/professional success.

About Social Catalyst:

Social Catalyst is one of Canada's leading social media and market engagement firms. Serving clients across Canada and the United States, Social Catalyst is made up of award winners, industry leaders, writers, speakers, coaches, and savvy social media practitioners. Combining deep business roots with social media skill and a powerful understanding of behavioural dynamics, Social Catalyst has helped clients transform the relationships they have with their customers in order to build stronger, more robust businesses.