



FOUR SCORE  
STRATEGIES, LLC  
STRATEGIC COMMUNICATIONS CONSULTANTS

CAPABILITIES PRESENTATION

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PARTNERS IN SUCCESS

# About Four Score Strategies

**Four Score Strategies, LLC, is a Strategic Communications and Executive Leadership consulting firm dedicated to helping you succeed.**

Using integrated, end-to-end methods, we'll equip you and your organization with comprehensive communication plans designed to help you succeed under any circumstance. You can count on us to give you the best insights towards your future.





# Sarah Barczyk, President and Founder

Sarah Barczyk is the Founder and President of Four Score Strategies. With a career spanning over two decades, she is a well-known executive across industries and has proven herself as a stand-out utility and energy executive.

Sarah's career began as a technical writer in the nuclear industry, where she distilled complex information for distribution to a wider audience. She then moved into an executive communications role, providing support for top leaders at the company, include the chief executive officer, chief operating officer, chief technology officer and chief legal officer. She was internally recruited to work on the Nuclear Exporters' Code of Conduct with the Carnegie Endowment for International Peace, a project that is important not only domestically, but across the globe.

Sarah then set her sights on the oil and gas industry, working to achieve legislative and regulatory approval for large transmission pipeline projects and compressor stations. One of her career highlights was providing legislative and external affairs support for a multi-million-dollar cryogenic processing plant, a process with which she was involved from start to finish. Sarah's outstanding skills in stakeholder relations, customer communications, government and municipal affairs, corporate citizenship, and internal coordination helped to ensure the success of billions of dollars' worth of assets over the years.

In the regulated utility industry, Sarah has helped to lead the communications for multiple challenging restoration and recovery efforts by creating integrated communications plans including the following elements: media relations, stakeholder outreach, customer communications, advertising, and internal communications. Calm and cool under pressure, Sarah's executive presence makes her invaluable in a crisis or working on any high-stakes project with a tight deadline.

Sarah is recognized across the oil and natural gas industry as a communications expert and her ongoing involvement with key industry groups allows her to stay connected to her peers and understand issues facing the energy industry.

# What We Do

## Strategic Communications Guidance

The Strategic Communications segment of Four Score Strategies designs and executes communications strategies for clients dealing with both internal and external stakeholders. We work closely with you to understand opportunities, manage crises, navigate disruptions, and articulate brand. We then create a cohesive and integrated action plan and help you to implement change to impact the right audiences, internal or external.



# What We Do

## **Executive Communications and Thought Leadership**

An effective executive communication program does more than just deliver messages. It helps elevate leaders to the next level of visibility, vision and respect. It ensures that executives are bringing new and engaging ideas to the right audiences. It changes the way people think about an organization. Finally, it reshapes the landscape, so a company can achieve its goals. We combine our insights and skills to transform your leadership capabilities, and in turn, your company.



# What We Do

## Crisis Communications

When a company faces an unforeseen crisis, millions of dollars and the fabric of your business is at stake. Our experience in managing some of the most high-profile crises for clients across the natural gas industry can help you to protect your reputation when crisis hits. We'll help you to find peace of mind by building a proactive crisis management plan, managing immediate needs and formulating action plans to ensure that you are prepared to deal with the consequences.



# What We Do

## Writing, Editing and Public Relations

Press releases, social media posts, blogs, organization announcements, company reports and brochures are important to every organization. We understand that public relations is about more than a standalone press release and a social media post. It's about sharing a comprehensive story with the right audience via the appropriate channels. We'll help you employ a comprehensive plan to deliver results.



# How We're Different

## Our Proven Process





# How We Can Help You Today

## Avoid Feeling Overwhelmed

Four Score Strategies is dedicated to helping organizations and communications professionals secure the tools they need for success. We post helpful templates, articles, and checklists to ensure visitors to our website are equipped for any communications matters. Visit [www.thefourscoreteam.com>tools](http://www.thefourscoreteam.com>tools) and [www.thefourscoreteam.com>videos](http://www.thefourscoreteam.com>videos) for helpful documents and communications topics.



# How to Reach Us



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