



OUR TYPICAL CUSTOMER

At 3WD, our customers are typically midsize b2b, b2g or non-profits interested in prioritizing new revenue opportunities through innovation. Clients who benefit most are those seeking:

- **product ideas** and **processes** that yield new revenue opportunities
- movement toward an **entrepreneurial culture** through coaching and program development
- a **roadmap** for acceleration and partnerships that yield market expansion

Innovation Solutions



SERVICES

Large organizations benefit from the efforts of Chief Innovation Officers who monitor industry trends, move new ideas through a pipeline, and eliminate obstacles to innovation thinking.

As they manage day-to-day operations, leaders of midsize organizations must do these things for themselves. Often innovation takes a back seat to dealing with other pressing priorities.

Our services are designed to enable an **Innovation Mindset Initiative** in your organization.

- **Innovation SWOT**
- **Identifying entrepreneurs and entrepreneurial ideas**
- **C-team coaching/strategy sessions**
- **employee innovation workshops**
- **Innovation systems development**
- **Customer discovery research**
- **Beta testing strategy and oversight**
- **AI fluency and planning**

Your organizational readiness drives the starting point for our engagement. Reach out for a free consultation on how to achieve your innovation goals.

CONTACT

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SCAN ME

SELF-DISCOVERY QUESTIONS

- Are you able to monitor emerging trends, and competitors?
- Are the right processes in place to act on new ideas that impact revenue?
- Does your culture foster innovation thinking?
- Do you know how to move innovative initiatives forward?

TRISH BARBER

CEO, 3WAYS DIGITAL



During her 30-year career, Trish journeyed from tech marcom where an acquisition led her to intrapreneurship at AOL and later the development of a venture-backed SaaS company. She now leverages her entrepreneurial, leadership, and marketing experience to support clients that must prioritize growth and innovation.

Trish is the author of *Why Women Pivot*, where she unpacks the unique phases of women's careers and paints a realistic picture of thriving during each phase.

Trish is board member at Nova Labs, and Women in Technology.