

# GRP focus

Insight (Jan 2020)



Hi there:

We're excited to launch FocusGRP because it allows us to leverage our expertise and our passion for positioning our clients for success. While we've been at it for years, a fresh start and the ability to forge our own future is pretty inspiring. We're stoked!

We're outside-the-box thinkers who are about building relationships with people, governments, and across sectors. One of our core values is to support results that are sustainable over the long-term concerning profit, planet and people. This approach is inherent in everything we do as a company.

We provide government relations, research and public relations services. When creating FocusGRP, we based our criteria for service offerings on what we're:

- **experienced in**
- **really good at**
- **motivated by**
- **passionate about**

Research is the foundation of all that we do because it gives clients (and us) confidence and credibility in all that we deliver.

We'll use this blog space each month to discuss elements of our business, anecdotes, and to offer perspectives on current events and more.

Talk soon!

**Laura Blondeau, VP Communications  
& your friends at FocusGRP**



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info@focusgrp.ca  
focusgpr.ca  
226-448-9763

617 Wellington Street  
London, ON, N6A 3R6