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Strategic Communications Partners

Strategic Communications Partners is a Parker County-based public relations and marketing agency serving clients nationally and locally in the Dallas-Fort Worth area. The owner and president of the company has over 30 years of communications experience both in Washington, DC, and Texas. While specializing in Litigation Public Relations, crisis communications and media relations, she has also managed large scale special events and ongoing public relations for numerous Dallas and Tarrant County corporations, non-profits and foundations.

As a cutting horse competitor, the president of the agency understood the value of learning about human relations from horses. She came to HerdWise to learn more about her strengths and weaknesses relating to clients and potential clients. The horses consistently reacted to her intentions in the arena. They clearly identified when she was working on building relationships versus demonstrating her expertise. The clarity that was created by the horses' reactions taught her how to blend the two aspects into a cohesive approach to client service and new business development.

As a result of working with HerdWise, the agency president has a softer approach to guiding her clients, which has strengthened her client relationships.