

THE **GRIT** GROUP

**sidekick**  
THERAPY PARTNERS

# The New Name in Growth



**1**

New Identity

+

**1**

New Website

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**50**

New Therapists

# Changing the Narrative



Sidekick Therapy Partners, formerly Curlee Communication Specialists, is the largest provider of speech therapy in Eastern Tennessee, with over 75 therapists on staff serving over 4,000 patients across the region. The practice was looking craft a strategy that used a recent change in ownership as a catalyst for positive change, both internally and externally. Curlee was looking to grow their overall number of clients as well as their geographic footprint. They wanted to supercharge their efforts with a reimagined brand identity and upgraded website experience to signal new beginnings and growth to come.

# A Therapist by Any Other Name

Should we change our name?

There are multitudes of things to consider when you are thinking about changing the name of your company. Will you lose brand awareness? Will current customers be confused or upset? Would the internal team react well or poorly? When we entered the conversation with Curlee, these and other challenging questions were floating around. Fortunately we were able to align around a conclusion that most customers use Curlee for the quality of the service, and that the name actually had more possibility to deter than attract when it came to new customers. With that in mind, the brainstorming began.

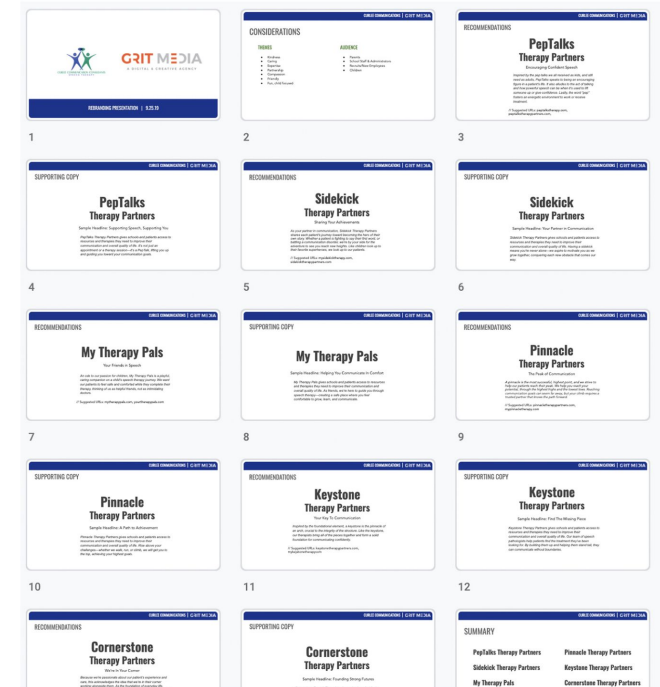


# A Therapist by Any Other Name

## How do we agree on a name?

Establish a common language for evaluation — in order to help facilitate productive conversation and minimize personal bias, we outlined several key themes and audiences at the onset of the project. This gave both Grit and Curlee a framework for evaluation — i.e. this name hits X theme well but doesn't feel right for Y audience. For Curlee, we wanted themes of kindness, caring, expertise, partnership, compassion, and friendliness. The name also had to appeal not just to parents, but to school administrators, Curlee therapists, and to kids! Challenge accepted.

Create context for the intangible — Over the course of 3 weeks, we provided two rounds of naming options. Each name was paired with creative process notes, a proposed website URL, sample headline, and example copy so that the Curlee team could get a feel for the implementation of each option. Just like logo design, staring at a name on a blank page doesn't connect it to the realities of daily use, so we focused on bringing the name to life with practical examples. And, it doesn't hurt that our CMO, René Fielder, has the best conference call voice in the Carolinas to deliver each name!



# A Therapist by Any Other Name

How do we agree on a name?

Poll the audience — After brainstorming, and reviewing our top picks, Curlee's team put the names through an internal poll, and the decision making team took all data points into consideration. The team landed on the new name of Sidekick Therapy Partners! After all, what little hero doesn't need an awesome sidekick to help them along the way?



# Speak Softly and Deliver a Memorable Identity

Hello, I'm your Sidekick

With such a heroic name in hand, the logo had to be great! Knowing that appealing to children who, while not the primary audience of the service, were the primary recipient, we wanted to explore a character that could become the Sidekick mascot. We used the same criteria from the naming exercise for evaluating the logo, focusing on the themes of kindness, caring, expertise, partnership, compassion, and friendliness. The bear mascot was ultimately chosen as a subtle reference to the Smoky Mountains in Tennessee where Sidekick is based. Check out some of the iterations we explored!



# Speak Softly and Deliver a Memorable Identity

Hello, I'm your Sidekick

The logo also had to be flexible for a variety of applications. The Sidekick team envisioned using the logo on everything from business cards, to staff t-shirts, to specialty items, to tradeshow graphics. Responding to this need, we selected and customized a typeface for the word Sidekick, creating an element of the logo that would stand by itself as a recognizable element of the brand.





# Speak Softly and Deliver a Memorable Identity

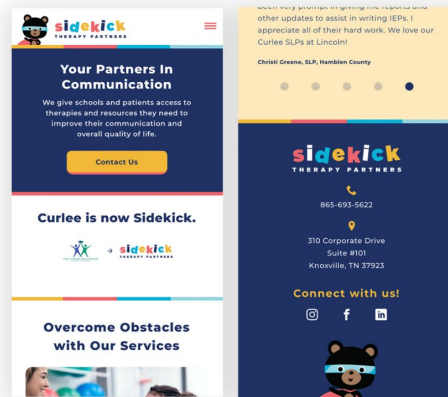
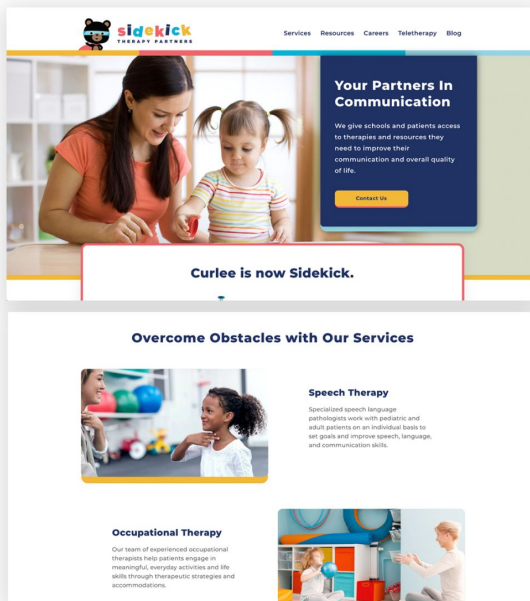
Hello, I'm your Sidekick

Color story was also an important element in transitioning this brand from it's safe, traditional palette to a more vibrant, energetic scheme that more effectively represented the company culture. Using coral, mustard, navy, and sky blue, the brand colors had something for everyone and provided a distinct and recognizable identity. These colors are represented in the website, apparel, specialty items, tradeshow displays, and even capes (yes, they even had custom capes made!).



# Bringing a Brand to (Virtual) Life

The cornerstone of the new Sidekick brand is their new website. Since their web presence acts as a first touch for both clients and staff, the brand had to be front and center. With bright colors and engaging photography, the site embodies the culture and experience of working with and for Sidekick. Sammy (yes, they named the bear!) makes several appearances and adds a whimsical element to the design. The website also reinforces the rebranding effort, reminding visitors that the former Curlee Communication Consultants is now Sidekick.



# Bringing a Brand to (Virtual) Life

One of the ongoing focuses throughout the project was on communicating company culture to improve recruitment and retention. With the redesign of the website, the careers page received a major overhaul to better position Sidekick in a competitive recruiting market.

**Benefits of Being a sidekick**

Sidekick fosters an interactive, flexible, and caring work environment made up of 70+ specialized therapists. We intentionally pair our therapists with patients, so that you can excel in your specialty while patients receive the unique care that they need.

Caring Company Culture	Company Benefits	Compensation & Flexibility
Work in a caring, fun, flexible culture and enjoy a work-life balance	Company cars or mileage reimbursement for travel	Competitive salaries and sign-on bonus
Enjoy the newest, best practices and advanced care technologies	All Therapists are 100 employees	Experienced therapists can work flexible school hours and be paid high per-session rates
Work in multiple and give more 1:1 attention to patients	Benefit's package: health insurance, dental, vision, retirement match	Part Time, Full Time, and Flexible Schedules available

**Service Area**

We're actively recruiting Speech Language Pathologists in East, Upper East, and Middle Tennessee.

We're also recruiting Occupational Therapists in East and Upper East Tennessee. Interested in becoming a Sidekick? Apply below!

**Our Clinical Fellowship Program**

Sidekick provides an excellent environment for Clinical Fellows to professionally grow and gain experience.

**sidekick THERAPY PARTNERS**

**Become a Sidekick**  
Be A Hero in Their Journey

**Our Mission & Vision**

Sidekick Therapy Partners' mission is to employ teamwork and therapeutic excellence to empower our clients to live full and purposeful lives. Our vision is to be the most effective and respected provider of therapeutic services in the Southeast.

Join our growing practice of dedicated therapists serving children and adults in Tennessee.

**Company Benefits**

Company cars or mileage reimbursement for travel

All Therapists are 100 employees

Benefit's package: health insurance, dental, vision, retirement match

**Compensation & Flexibility**

Competitive salaries and sign-on bonus

Experienced therapists can work flexible school hours and be paid high per-session rates

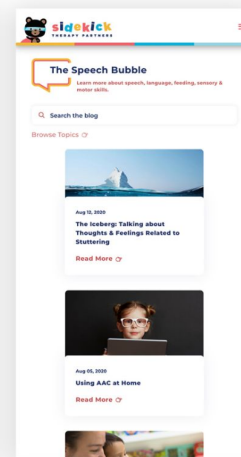
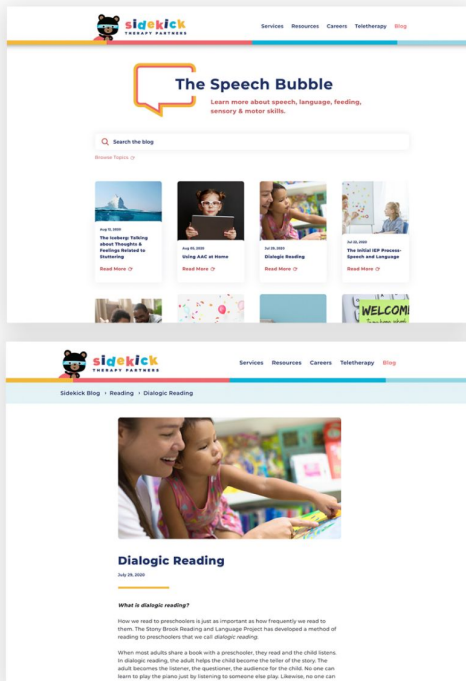
Part Time, Full Time, and Flexible Schedules available

**Interested in becoming a Sidekick?**

**Apply now!**

# Bringing a Brand to (Virtual) Life

One thing a speech therapy group loves to do is communicate! This group of prolific bloggers wanted to make sure their blog wasn't left out of the website update, so we renamed that too while we were at it - The Speech Bubble.



# Wait! We Achieved Our Year-Long Recruiting Goals Already?

**1**

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New Therapists

Putting value on a brand identity project can sometimes feel daunting, but for Sidekick the immediate response to the new identity was hard to miss. They had a goal to recruit 50 new Speech Language Therapists onto the team for 2020, and even with a pandemic they were able to achieve that goal within the first quarter of the year! We hope this is just the beginning of more great growth to come for the newly named Sidekick team.

# Life After Rebranding

The measure of a successful rebrand is that it keeps supporting your business long after the original launch.



# Growth Takes Grit

Ready to scale your business through digital marketing?  
Learn how to tell your story through a partnership with Grit.

Contact [alex@thegritgroup.io](mailto:alex@thegritgroup.io) to start a conversation today!



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