

Employer Strategy Group

Developing and communicating an independent advisor platform

Joel Ward | Project case study

I developed and directed the concept, positioning, and advisor communications for Employer Strategy Group (ESG), a shared brand and resource platform for independent advisors and strategic partners. The advisor website is the featured work sample, showing how the business model, opportunities, and shared resources are presented to prospective participants.

The site explains the advisor proposition, provider relationships, participation, and shared support. It demonstrates how I translated a business concept into communications that help independent professionals evaluate the opportunity and understand how the platform works.

Featured work

[Visit the ESG advisor website](#)

advisor.employerstrategygroup.com

Explore the website to see the business positioning, advisor communications, and resource structure in context.

Optional supporting document

[ESG Use Agreement](#) | 7 pages

The agreement provides additional detail about participation and use of shared materials.