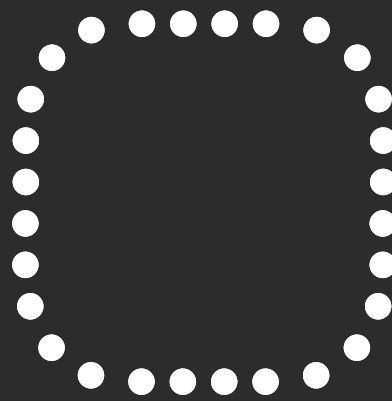




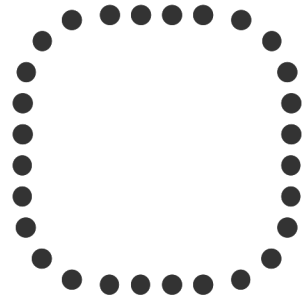
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Why Salient?

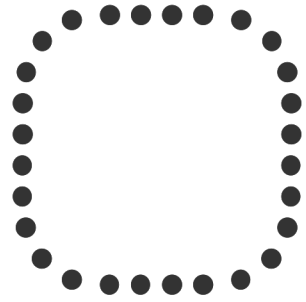
Clarity is rare.

And in a world of endless noise, it's what matters most.

Information is everywhere. Yet understanding is scarce. Speed and saturation overwhelm decision-making, leaving teams misaligned, disconnected and leaders unheard.

Salient exists to restore clarity and connection.

We cut through complexity with thoughtful design and facilitation—uncovering and distilling what matters so teams can move forward with focus and impact.



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Design matters

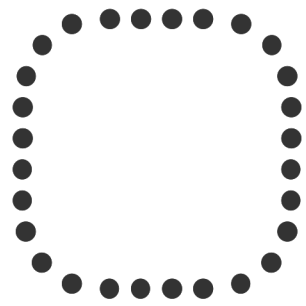
Big ideas only work when instantly understood.

Our design approach distills big ideas, bold visions, and intricate strategies into clear, compelling visuals. We bridge the gap between ambition and understanding, ensuring your message lands with impact. We design with – not for – you so that the message resonates deeply.

Facilitation matters

The expertise is already in your organization.
The challenge is unlocking it.

Through facilitated executive workshops, we uncover knowledge, align perspectives, and shape shared vision. We then distill these insights into clear, compelling visuals that create momentum for lasting impact.



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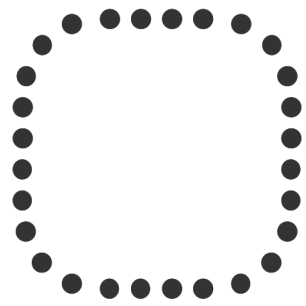
Who we are

Salient is a specialized design and facilitation agency providing tailor-made services to clients worldwide. Salient was spun out of The Forward Group – a strategy consultancy based in Belgium.



Joseph Martin founded Salient after seeing firsthand how clients at The Forward Group valued the powerful combination of graphic design and facilitation.

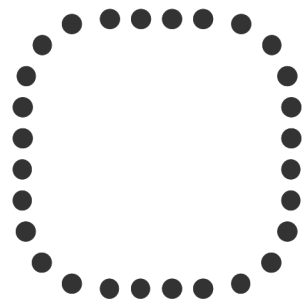
A former United Nations global health diplomat, business leader, advocate, and fundraiser, Joseph brings experience across public and private sectors and multiple industries. His breadth of insight and perspective makes him a trusted advisor to leaders navigating complex challenges.



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| Whom we have worked with





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Design matters

What we offer

Highly customized graphic design solutions developed closely with you and your management teams.

- Strategy summaries
- Strategic infographics
- Large format strategy murals

- Pitch decks
- Value propositions
- Corporate identity and brand
- Animations

- Functional mapping
- Organizational charts

- Change Management
- Internal Communications

Why it matters

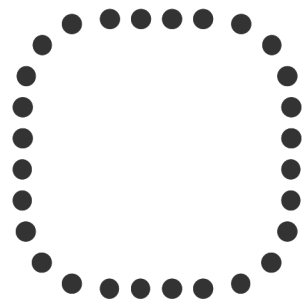
Strategy needs clarity to resonate. Distill your vision and illustrate it, so others not only see it – but understand and believe it.

Strategy isn't a document – it's a story. Bring your vision to life with powerful visuals that show, not tell. Imagery transcends culture, department, and seniority – keeping strategy clear, relatable, and front of mind every day.

Stand out where it matters. Clients, suppliers, and investors remember stories – not slides. We craft cohesive visual narratives that differentiate your value and leave a lasting impression.

Move beyond boxes and lines. We show how roles connect – not just what each person does, but why it matters, and how they can grow within the organization.

Go beyond the plan. Design a change experience that builds belief. Show your people a clear path forward so they can move with confidence and purpose – even in times of ambiguity.



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Facilitation matters

What we offer

Tailored facilitation services and strategic thought partnership.

- Executive team and board level strategy retreats and workshops
- Single or multi-day
- Project kick-off, review and close
- Strategy by design

- Roasting sessions

- Key client or supplier meetings
- Partnership and brokering sessions
- Fundraising pitch meetings

- Conflict Resolution

Why it matters

We unlock potential and build common ground through a design-centered approach that delivers clarity, alignment, and results.

Executive retreats are costly – we make them count. Our full-service facilitation ensures leadership meetings deliver lasting value. We align with stakeholders in advance, guide discussions with precision, and capture insights visually so outcomes extend well beyond the room.

It can be lonely at the top. We provide a trusted thought partner. In our focused “roasting sessions,” you present – we challenge. Our questions sharpen your thinking, uncover blind spots, and strengthen your strategy.

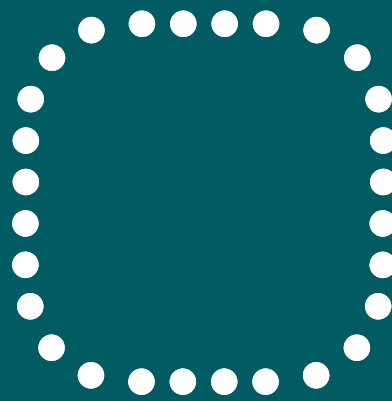
When the stakes are high, preparation is everything. We equip you for critical external meetings – aligning strategy, facilitating as needed, and ensuring outcomes that move your agenda forward.

Need someone to ask the tough questions? We engage your team – individually and collectively – to surface conflict, build alignment, and chart a productive path forward.



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