


# Digital · made · easy

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“Our mission is to make digital easy for our clients. Here’s why.

86% of businesses say they have 2 years to plan and execute their digital strategy to avoid negative consequences. The benefits are an average 50% jump in revenues.

However, only a quarter of businesses have started this process and the success rate for digital transformation is just 12%.

The need is urgent and our help is on hand to get you there.”

Tom Barker  
President + Co-founder  
Six Trends Inc.



The team at work in the Six Trends Toronto office

**At Six Trends we create best in class digital solutions to help our customers grow their businesses rapidly and successfully.**

### **Our Co-founders**

Six Trends Co-founders Lee Rennick and Tom Barker have an extensive background in helping global organizations and businesses diversify and grow through strategic planning, education, marketing and digital transformation.

As an international designer, business innovator, digital strategist and author, Tom guides our clients through digital projects that deliver consistent growth.

Lee's passion is putting global brands in the spotlight through marketing campaigns. She has developed many sales and marketing campaigns that deliver sustained revenue through diversified channels.

Lee's approach is to be "all-in" on every client project. Using advanced data-driven techniques, she works with her team to connect sales to marketing, delivering both regional and global multichannel marketing campaigns that deliver transformative measurable results.



Six Trends Co-founders Tom Barker and Lee Rennick

# Our Services

**We work with you to understand and help solve your challenges. Continuous learning and an agile discovery process is in our DNA, keeping us up to date in a rapidly evolving sector**



## **Digital Transformation, Strategy + Management**

Digital transformation and growth business models – cloud and enterprise solutions, software as a service, customer relations and acquisition, achieving scale. Agile development, Prince2 certified project management, ISEB Certificated software testing, ITIL principles. Start-up mentoring and services.



## **Sales + Marketing**

Strategy, planning, development and execution. eCommerce full service. Leveraging the latest data analytics and social media expertise. Customer pipeline and conversions. Integrations for CRM, CMS, SEO and social media. Campaign content creation: image, video, email and print. Promotional games, gamification.



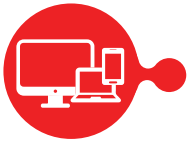
## **Training, eLearning + Education**

Employee training and business transformation, knowledge adoption and workflow. eLearning, Learning Management Systems and Webinars. Curricula research and development. Creating learning cultures.



## **Media Content**

Professional video filming from lo-fi up to cinematic 8K, post production, livestreaming events, audio recording and editing, music composition, podcasts. Social media campaigns, advertising copy, animations, illustrations and 3D CAD renderings.



## **Websites, Web Apps + Apps**

Cross-platform, progressive and scalable solutions. Multidisciplinary teams and Full Stack development. Limitless integrations including: CRMs, MailChimp, eCommerce, and speech recognition.



## **Design, Coding + Graphic Design**

UX/UI, design sprints, user testing, graphic layouts, animation. Javascript, Node.js, HTML, CSS, SVG, Python, PHP, Django, Flask, C++, C#, MySQL, MS SQL Server, Oracle, BMC Remedy, React, React Native, CMS platforms, API system integration.



## **Internet of Things AR, VR + AI**

Chatbots, AR marketing promotions, Web-connected physical products and smart watches, immersive 3D and VR, real-time Web. Image recognition. Sentiment analysis.

# Strategy

Six Trends offers integrated digital business strategic planning and execution to support your needs. Whether it is a company marketing strategy, a product or a service, we offer planning and resourcing for your needs.

Results are what matters. Co-founders Lee Rennick, MBA and Tom Barker created the 7 Deadly Wins Framework™ for businesses looking to succeed through digital transformation.

“Lean Start-ups”, “Porter’s 5 forces”, “Blue Ocean Strategy”, “Ninja Business”, “Growth Hacker Marketing”... we cut through the business jargon and make sure your business is on a personalized pathway towards success.

## Our approach is customized for your organization

### Large + medium businesses

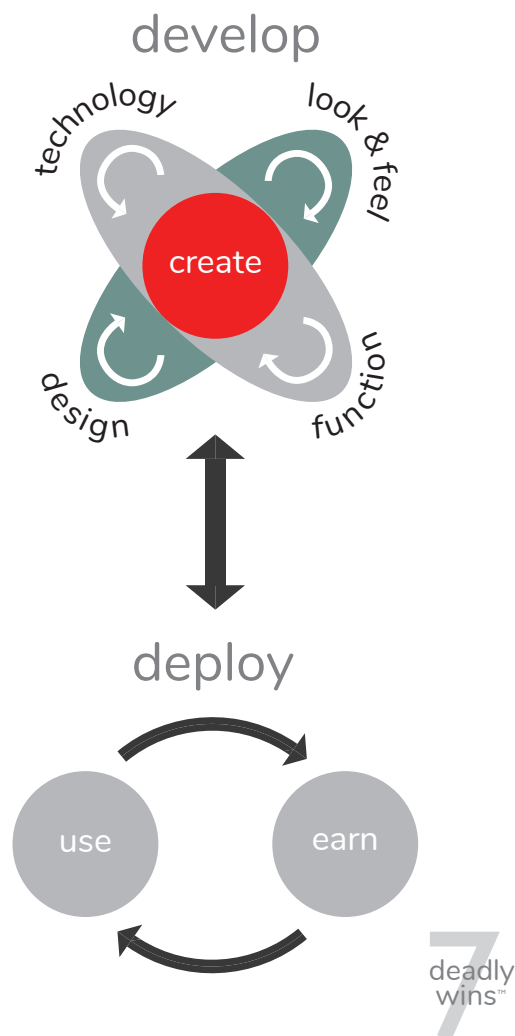
Enhancing your business digitally is a great way to get a competitive edge. The rewards are substantial in terms of efficiencies, growth, customer and employee satisfaction. Our senior expert team is available to assess your needs and the opportunities for improvement. However, digital transformation is challenging and potentially disruptive for established businesses.

### Start-ups + small businesses

Six Trends has extensive experience working with start-ups to help build businesses from vision to implementation. We offer a 5-day intensive design sprint, business planning, digital design, implementation and coding. Our branding experts, designers and copywriters also provide full marketing support to launch your project. We can help with coaching and mentoring to support you along the way to success. Think of us as part of your team.

### Not-for-profit

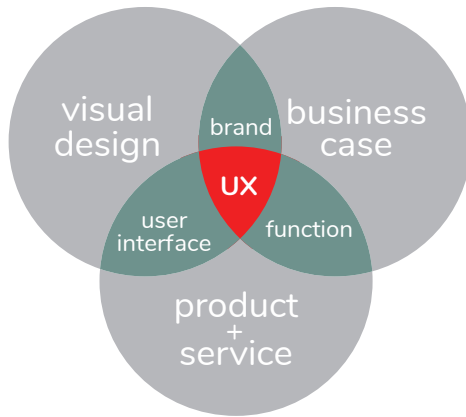
Making digital work for not-for-profit requires a comprehensive understanding of the sector. We have worked with not-for-profits for many years and our expertise includes development for fundraising, sponsorship, events and marketing.



Six Trends running a design sprint at the University of Lincoln Nebraska's Emerging Media Arts program.

# Design development

## User experience (UX) design



It can be hard to get noticed with over 1.75 billion Websites out there. Wordpress has 35% of the Web market and 62% of the Content Management System (CMS) market, so it's no surprise that a lot of Websites look similar.

Six Trends specializes in technologies that makes your Website unique, compelling and ultra-smooth for users, on every browser and every device. We can use your existing CMS, recommend a better one, or code a Website from scratch.

## User interface (UI) design

UI has to look good and work great or it will lose audience and hit sales. We measure everything a user does down to the last mouse click and iterate to facilitate the best possible conversion of users into customers.

## Full stack development

We offer a full stack development service, building stable solutions rapidly by combining our front-end design and coding with our cloud and back-end expertise.

## Progressive Web Apps (PWAs)

Imagine a Website that behaves just like a native App on mobile devices, but also as a great Website on laptops and larger screens? PWAs do just that. They go beyond responsive Websites by offering previously native App features such as notifications, and they also update automatically. One great advantage to the PWA approach is that a single code base is used across all devices and operating systems, keeping your maintenance and update costs down.

If you also want a native App, we can still re-use 90% of the same code. We do this using the React and React Native frameworks.



## System integration

The days of massively complex and expensive digital projects are over. Thanks to our use of APIs and modular solutions, we build and deliver working systems incrementally. We can quickly integrate your favourite applications to share data.



# Marketing

## We work with you to build effective marketing solutions to drive brand presence and revenue

Six Trends has worked with many businesses to help design and support brand awareness building, social media, sponsorship and customer acquisition programs. We work with you to identify your growth concerns and develop a marketing program that we can also help to execute. Our team works with you shoulder-to-shoulder to enhance your position in the market.

### Full Service

We offer full service marketing and sales strategy, execution and support.

### Build Presence

We help define areas of brand expansion across all channels including event marketing.

### Analytics

Including SEO, Google Analytics, SaaS and CRM integrations with Websites for Raiser's Edge, Salesforce and HubSpot. We help you understand what is and isn't working.

### Channel Integration

Social media, CRM, email, traditional. We work to help you better understand your marketing media channels.

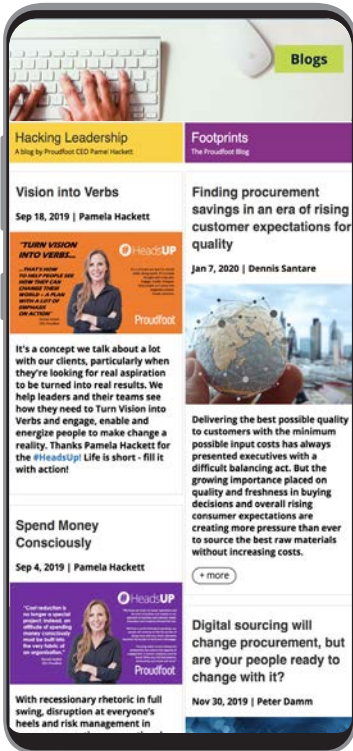
### Relevant Content

We help design and develop content to help boost your branding, profile and thought leadership.



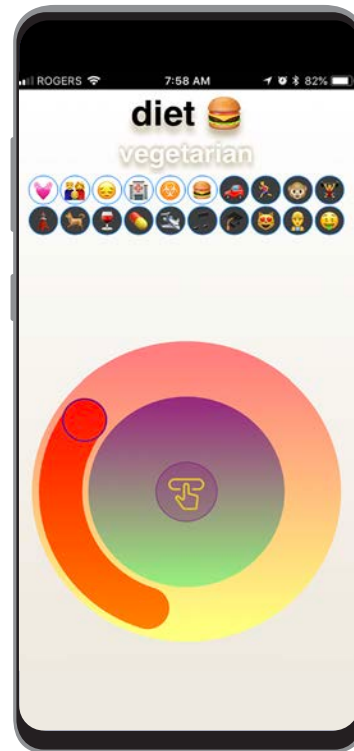
Celebrity Chef Lynn Crawford and  
Gilda's Club Chef Amy Symington  
live streamed by Six Trends

# Progressive Web Apps



## Web automation

How do you keep a Website up to date and fully integrated with your social media? An international management consulting group had this challenge. We overhauled the Website with custom modules and a database to allow staff to use a Web panel to post blogs and social media channels. The back-end automation system used Node.js and MySQL with a Javascript front-end an integrated HubSpot CRM.



## Lifespan Test

How long do you expect to live? With the Lifespan Test Web App you can find out. Users input their personal data around health, lifestyle and wellbeing using an innovative radial User Interface (UI). The data analytics use statistical and research data to predict your expiry date. Part of the "Your Days Are Numbered" project by Dennis Kavelman.



## MyGildas

A development project to combine the many services offered by Gildas Club Greater Toronto under a single Web App landing page that everybody would go to: managers, staff, members, and guests. It gives access rights and customizable options to make the content more accessible to members that can't always make it to the club's location.





## Fortune Teller fundraiser

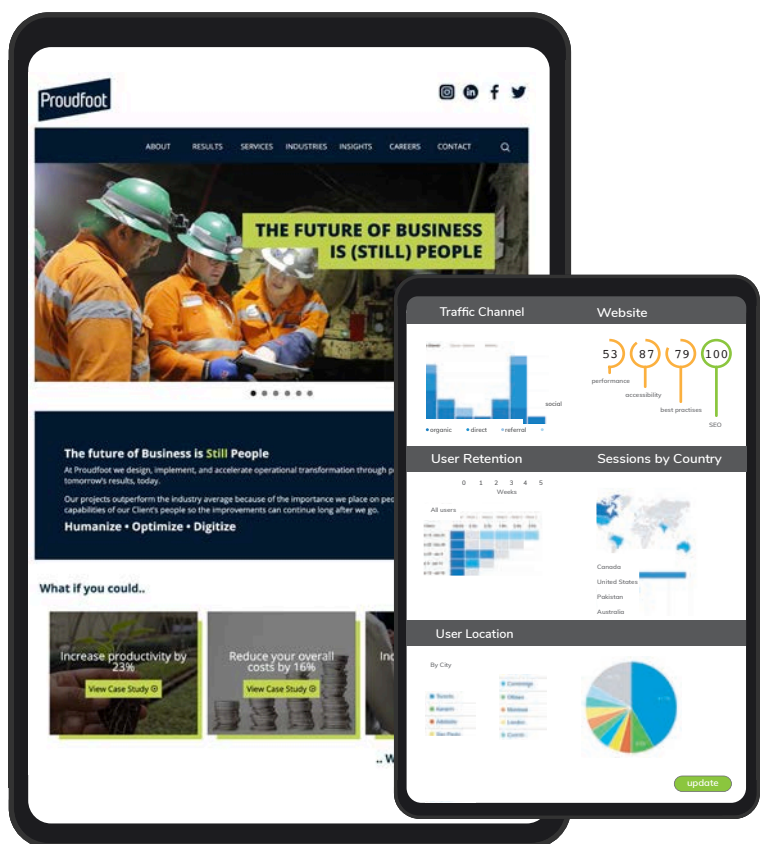
A Web App that creates a character inspired by Gilder Radner's Saturday Night Live persona Roseanne Roseannadanna. It generates fortunes for the user before requesting donations as an eCommerce application. Developed during a 24 hour design sprint as a fundraiser for Gilda's Club Greater Toronto.



## The Last of You

How long can you survive as the last pilot on earth following a devastating attack by robots?

Developed for CodeX and inspired by 1980s arcade games. Gorgeous vector graphics are animated in our custom-built 3D isometric multi-player game engine. It is a 100% cross platform Web App, working on every browser and every device.



## Corporate marketing

Six Trends was retained by Proudfoot, a global consulting business, to automate the Website. Our Co-founder Lee built an integrated marketing plan spanning diverse topics from mining to the auto sector. Six Trends developed the Website, designed sales campaigns with HubSpot CRM integrations, linked all social media both paid and organic, and elevated data to ensure the sales pipeline was building continuously.

# Training + education

Do you need to turbo-charge your executive team or your workforce to deliver on digital? We offer businesses our fully customizable digital training programs, fusing together our industry, research and teaching expertise.

Our Co-Founders masterminded the creation of 26 digital courses at OCAD University for the broadcaster TVO as part of a digital transformation strategy. These courses ranged from strategy to skills acquisition and were delivered both online and in-class to 85 staff at all grades.

Our team has led curriculum development for 9 degree and graduate Masters programs in Canada, the USA, the UK and Australia. Our Co-founder advises programs in the USA and Canada, and in 2014 won the “Wow! Top Training Programs Award for Excellence” from The Canadian Society for Training and Development (CSTD).



Six Trends digital classes, Toronto.

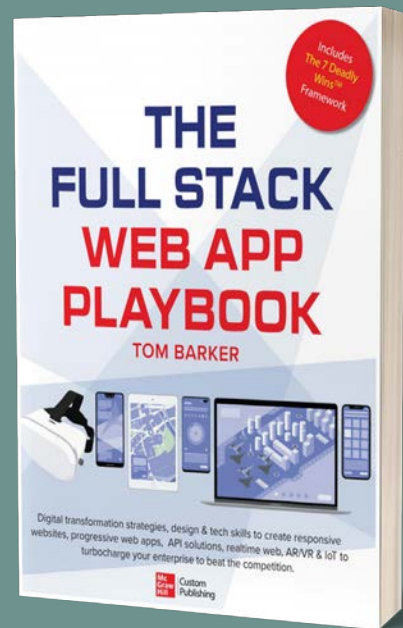
Our 5 step training process:

- 1 Assess**  
Identifying training needs through consultation, interviews and workshops.
- 2 Profiling + metrics**  
Establishing individual employee's needs and metrics for their success.
- 3 Development**  
Creating either bespoke or existing training courses of 3-15 hours and assigning instructors.
- 4 Delivery online, in-class hybrid**  
Providing course materials, online quizzes and assessment.
- 5 Certificate and analysis**  
Reporting back to an organization and individuals on the success of the training, along with future recommendations.

## Our Digital Playbook

Building digital products and services has never been easier but making them successful has never been harder. Tom Barker's book gives you the best guidance possible. The book includes the Seven Deadly Wins Framework™ for digital success. It is the definitive Web book for all aspiring digital innovators and their clients. Essential reading whether you are a start-up business or a C-Suite executive.

Published by McGraw Hill Education in 2019, this book has 650 pages and hundreds of Open Source online examples. It is used as an integrated component on our training programs. Available from [www.amazon.ca](http://www.amazon.ca) or multibuy from [www.mheducation.ca](http://www.mheducation.ca)



## Services for the Community

Six Trends organizes not-for-profit digital technology workshops for communities. In 2019 the team delivered workshops at Gildas Club Greater Toronto. We are also Founding Partners of the CodeX digital workshops being delivered to children and youths in Toronto's priority communities and supported by businesses, and not-for-profit partners. Go to [www.codexproject.net](http://www.codexproject.net) for more.

Under the CodeX brand, our 2020 public exhibition of eArt investigated the future of human society through technology, innovation and design. The themes were algorithms, identity and the nature of reality. Curated by Co-founder Tom Barker at the OnSite Gallery Toronto, the show featured work by Six Trends and eight amazing digital artists, animators and game designers.

**CODEx**  
www.codexproject.net  
FREE WORKSHOP SERIES + LUNCH

**BUILDING 101**  
Starting with computer hardware and operating systems

**INSTRUCTOR**  
Ryan Fukunaga  
**APRIL 2020**  
Sat 4<sup>th</sup>-Sun 5<sup>th</sup>  
10am-5pm  
**LOCATION**  
Regent Park Focus Media Centre  
38 Regent St, Toronto ON M5A 3N7  
**REGISTER**  
eventbrite.com search for codex

**Age groups 15-18 & 19-25**  
The workshop will focus on learning the essentials to building a desktop computer. Learning about basic hardware requirements, installing an operating system, and adding programs and applications to customize it using free and open source software.  
**#codexproject**

**Take 3 Workshops**  
**Get a Certificate**  
**Earn an Internship**

**CODEx**  
www.codexproject.net  
FREE WORKSHOP SERIES + LUNCH

**HELLO SENSOR :** Introducing IoT & Analytics

**INSTRUCTOR**  
Stephen Perelgut  
**MARCH 2020**  
Sat 14<sup>th</sup>-Sun 15<sup>th</sup>  
10am-5pm  
**LOCATION**  
Regent Park Focus Media Centre  
38 Regent St, Toronto ON M5A 3N7  
**REGISTER**  
eventbrite.com search for codex

**Age groups 15-18 & 19-25**  
Build an IoT (Internet of things) device and get it to listen and measure the environment, connect it to the Cloud, analyze results. Starting with computer hardware and operating systems, you will discover why there are over 3 billion IoT devices and all the amazing possibilities offered.  
**#codexproject**

**Take 3 Workshops**  
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**CODEx**  
www.codexproject.net  
FREE WORKSHOP SERIES + LUNCH

**STEAMPUNK FROM JUNK**

**APRIL 2020**  
Sat 11<sup>th</sup>-Sun 12<sup>th</sup>  
10am-5pm  
**INSTRUCTOR**  
Tom Barker  
**REGISTER**  
eventbrite.com search for codex

**LOCATION**  
Regent Park Focus Media Centre  
38 Regent St, Toronto ON M5A 3N7

**Age groups 15-18 & 19-25**  
Imagine turning a school desk into an arcade console, or giving an old bicycle a high-tech collision warning system... maybe upgrading a toaster so it never burns the toast! Bringing together digital tech with junk is fun and helps to deal with the city's garbage troubles.  
**#TransformTO**  
**#codexproject**

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**#TransformTO**  
**#codexproject**

**Take 3 Workshops**  
**Get a Certificate**  
**Earn an Internship**

Diverse digital workshops developed by Six Trends



# Clients + awards

## Clients

We have offices in Canada and the UK and we also work globally with clients the USA, Europe, Asia and Australia.



## Awards

Our award winning client work comes from 25 years of experience and excellence.



### Contact

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thesixtrends

www.sixtrends.ca

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