







# devi partners

**Devi Partners  
Capabilities**  
February 2018

General  
Information

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# How we work: Our Culture



Our approach is simple: We have a set of rules and live by them.

We have **simple but powerful guiding principles** and work by them.

We've put a lot of thought into these because we want to work with our partners the way we'd like others to work with us. This is how we approach every partnership and every project.

The rules we live by:

- 🌟 Treat everyone with **respect, honesty, and fairness**.
- 🌟 **Work collaboratively** for the greater good.
- 🌟 **Share knowledge** because a rising tide floats all boats.
- 🌟 **Embrace imagination** and **be passionate** about making a difference.



# How we work: Our Approach



## People Centered

A **rights-based** and **participatory approach** is the *right* way to work. But it's also the *best* way to work.

Ensuring everyone has a voice makes efforts more **collaborative, creative, and sustainable**. No one understands the needs and nuances of a community better than its members. Regardless of the community we're working with, whether an organization or the people they serve, we work *with* them, not just *for* them.

## Interdisciplinary

Social issues never have one cause and the best solutions don't try to address them one way. We approach our **work through multiple disciplines** – from anthropology to economics, public health to business.

By looking at issues from many perspectives, we're able to **build evidence-based, innovative, socio-culturally effective** solutions that make a difference.



# About Devi



Devi Partners is a certified women-owned small consulting firm.

Our network of consultants are smart, savvy, and experienced. And, most importantly, they are driven to help change makers create positive impact.

Five things you should know about us:

1. We are passionate about social change.
2. We know what it takes to create that change.
3. We are innovative.
4. We believe in partnerships.
5. We know how to get the job done.



# About Devi: Our Principals

## Amy Callis, MPH

Amy has 30 years' senior strategic and communication experience. She's worked in dozens of countries on issues ranging from outbreaks to gender violence. Amy specializes in innovative yet practical strategic and communication planning. She is trained in international development, infectious disease outbreak, and humanitarian emergencies.

### Career Highlights:

- Emergency Response Communication lead (Ebola, Zika, Polio, etc.)
- Certified adult trainer (develop / conduct skills-based and communication training to support workforce development)
- Senior strategic planner (USG H7N9 and Global IZ communication strategies, program development, etc.)
- Executive Director of 2 international NGOs focusing Gender Empowerment and Violence Prevention

“Amy is a force of nature—**whip smart, determined, passionate, strategic, and incredibly hardworking.** Her ability to **strategically think** through challenges, and her penchant for **solution generation** is broadly recognized and sought after.

## Aparna Ramakrishnan, MA, MSW

Aparna has 20 years' experience managing social sector programs at the global, national, and local levels. She has expertise in social and behavior change, strategic communication, capacity building, and community-based research. She is trained in anthropology, community organizing, and international economics.

### Career Highlights:

- Managed national technical assistance network for state + local immunization coalition capacity building
- Developed national campaigns to promote immunization across the lifespan
- Designed and piloted innovative model for community-based and socio-culturally effective violence prevention
- Developed evidence-based frameworks for immunization promotion and child maltreatment prevention

“Aparna is seasoned professional who brings an **interdisciplinary perspective** and **practical field experience.** She is very smart and **thoughtful, creative,** and knows how to work with – and not despite – **community input.**



# About Devi: Our Network

Devi Partners has a growing network of consultants and strategic partners across the globe that have both deep sector experience and diverse skills expertise. We leverage these partnerships to build tailored teams that drive change and deliver impact.



Sector Experience	Skills Expertise
<ul style="list-style-type: none"><li>• Gender Empowerment</li><li>• Global Health</li><li>• Health Systems Strengthening</li><li>• Infectious Disease Outbreaks</li><li>• Maternal &amp; Child Health</li><li>• Public Health</li><li>• Vaccines/Vaccine Preventable Disease</li><li>• Violence Prevention</li></ul>	<ul style="list-style-type: none"><li>• Communication</li><li>• Design (Print, Web, Video)</li><li>• Project / Operational Planning</li><li>• Research</li><li>• Strategy</li><li>• Stakeholder Engagement</li><li>• Partnership Development</li><li>• Monitoring &amp; Evaluation</li><li>• Team Building / Facilitation</li><li>• Training / Capacity Development</li></ul>



# Our Services: Communication

## Devi's Communication Approach

- 1 Learn about the project's goals and objectives.
- 2 Listen to understand priorities and nuances.
- 3 Tailor approach depending on outcome and audience.
- 4 Build evidence-based and integrated strategy and framework.



We help you find your voice with the *right* message to the *right* audience at the *right* time.

**Our experience:** We are award-winning communicators who have addressed challenging social issues from genocide and family violence to vaccine hesitancy and emergency response. Our principals have sat in every communication seat from senior strategist to crisis communicator to spokesperson. And they've worked with diverse communities around the world. Devi knows one of the most valuable assets an organization has is its voice – and we know how to cultivate one that consistently leads the conversation.

**Our approach:** We believe communication is both a science and an art, and we are trained in both. Our expertise is developing clear, consistent, and credible messaging based on a strong understanding of the audience, context, and issues. This approach creates tailored and effective communication that drives positive change. We know how to change your statistics into compelling stories that bring your organization's impact to life.

### Our services:

- Interpersonal communication
- Behavior change communications
- Campaign development
- Product design
- Crisis communications and preparedness planning
- Social mobilization
- Participatory communication

### Your results:

- Stronger relationships with stakeholders
- Improved skills to avoid communication missteps
- Better position to lead conversations
- Increased credibility and reputation



# Our Services: Strategy

## Devi's Strategy Approach



**Strategy is about making choices. Devi helps you make choices that amplify your social impact.**

**Our experience:** We're leaders in strategic planning, working on issues from global epidemics to national campaigns and community-based programs. Our experience ranges from ongoing public health issues like immunization campaigns to the dynamic environment of humanitarian emergencies like the West African Ebola outbreak.

**Our approach:** Interdisciplinary, impact-driven, implementable. We draw from multiple disciplines to develop strategies that address core issues rather than symptoms. Our strategies are practical. We take the time to listen, understand your priorities, and work within your realities. And, we show you how to translate strategy into success.

### Our services:

- Organizational strategy
- Communication strategy
- Partnership strategy

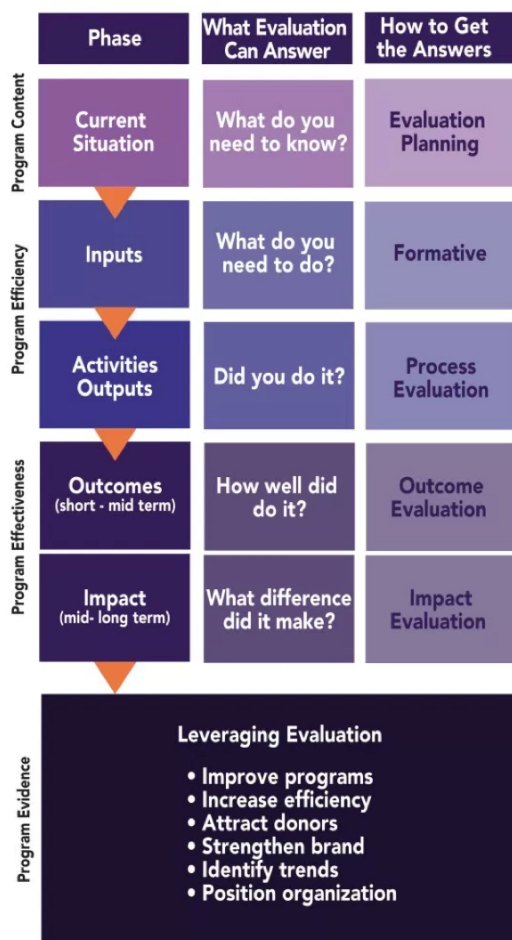
### Your results:

- Increased focus, efficiency and effectiveness
- Improved resource allocation for greater impact
- Clarity of vision and direction
- Enhanced ability to mitigate threats



# Our Services: Evaluation

## Devi's Evaluation Approach



Devi designs practical research and evaluation, and translates findings into real-world recommendations.

**Our experience:** Devi has experience implementing research and evaluating programs in different settings from resource-poor, rural communities to public health agencies and universities. We're also skilled in organizational research to help build a more mission-focused, competitive organization.

**Our approach:** We believe the value of research and evaluation is in making organizations and programs better. We ask the right questions and use innovative methods to get the answers we need to make a difference. We build practical evaluation into programs for ongoing monitoring and course correction. Our organizational evaluation helps identify and articulate best practices and comparative advantages, helping organizations stand out and improve donor relations.

### Our services:

- Participatory / community-based research
- White papers and case studies
- Formative research and needs assessment
- Organization evaluation
- Evaluation planning
- Mid- and end- project evaluation
- Case studies

### Your results:

- Improved outcomes
- Better success stories
- Fewer surprises



# Our Services: Partnership Dev.

## Devi's Partnership Approach

**Understand landscape**



- What are the issues?
- Who are the players?
- What are the emerging issues?
- What are the gaps?

**Build a coalition**



- Trust
- Value
- Synergy
- Shared vision
- Collaboration
- Ease of effort

**Increase impact**



- Greater reach
- Increased efficiencies
- Maximized resources
- Scalability of efforts
- Stronger community knowledge

### Our services:

- Partnership strategy development
- TA for coalition building
- Stakeholder mtg. facilitation

### Your Results:

- Stronger programs
- Improved efficiency
- Broader impact

To create lasting social change, we have to work together. Devi brings together like-minded organizations to strengthen programs, maximize resources, and enhance impact.

**Our experience:** Devi has built partnerships across sectors to improve public health and well-being. We have coordinated national stakeholder coalitions on child maltreatment, immunization, and maternal-child health and provided technical assistance to state and local health coalitions. We have led university-community partnerships and developed alliances to address immigrant issues.

**Our approach:** We understand that cultivating successful partnerships requires a delicate marriage of shared goals, passion, and purpose that bring value to all members. It also takes time and effort. Therefore, we spend the time to identify the right mix of organizations, stakeholders, and influencers to achieve results and facilitate meaningful and productive dialogue to create a shared vision, clear expectations, and commitment for collaboration.



# Learn More: Information Links

**Devi Partners Website:** [www.DeviPartners.com](http://www.DeviPartners.com)

**Devi Partners Knowledge Center:** [www.DeviPartners.com/Knowledge\\_Center](http://www.DeviPartners.com/Knowledge_Center)

**Devi Partners Testimonials:** [www.DeviPartners.com/Choose\\_Us](http://www.DeviPartners.com/Choose_Us)

**Amy Callis Linked In Profile:**

[www.linkedin.com/in/amy-callis/](http://www.linkedin.com/in/amy-callis/)

**Aparna Ramakrishnan Linked In Profile:**

[www.linkedin.com/in/aparna-ramakrishnan-53baa148/](http://www.linkedin.com/in/aparna-ramakrishnan-53baa148/)

## Did you know...

Devi's Principals have dozens of awards for their work including:

- Points of Light Award from the President of the United States for Corporate Community Engagement Program
- Best education website that focused on minority homeownership and credit education
- YouTube Vital Voices Award for Gender Empowerment/Education video
- Numerous communication awards from CDC for efforts ranging from Ebola and Zika emergency response to strategy and program development

