



Gary Jusela | Associates

Gary Jusela is an internationally recognized designer of programs for massive corporate change. His team focuses on learning about high-level corporate need for evolution, formulating strategies and creating significant firm-wide transitions that are orchestrated in large-scale training and teaching events for teams of leaders to effect and oftentimes dramatic organizational transition. The identity design reflects an approach to consider the layering and transparency of his

work – interacting not only with his colleagues and team development participants, but as well the sliding transparencies of the work that he does in aiding his clients in sorting new organizational characteristics and developmental shifts in strategy. GIRVIN partnered on creating the strategy for the new visualization as well as evoking the core personality of his brand, which is inherently a new offering from his earlier work with Mercer Consulting.