

Symbolist Acquires I2I Consulting Firm



Symbolist announces acquisition of consulting firm I2I, LLC as part of an overall growth strategy to bring expanded consulting and design expertise to new and existing clients.

On the heels of a recent [company rebranding effort](#) Symbolist has acquired **I2I**, a South Carolina-based consulting firm that focuses on influencing behavior through social psychology, behavioral economics and motivational theory. Combined with the 20 years of experience already in place at Symbolist, the acquisition creates an extremely potent mixture of program design and program fulfillment.

The decision to acquire **I2I** came through conversations between Tom Miller, President of Symbolist and Paul Hebert, Managing Director of **I2I** over the course of a few years. As the incentive, reward and recognition industry continues to focus on the technology that supports enterprise incentive and recognition activities, the two noted that quality program design has become even more critical – and unfortunately, less available.

“We noticed through our research and conversations with new clients that many clients had purchased a “platform” for reward and recognition but were still thirsty for more information about how to actually “design” the program for maximum return. I2I has been a leader in the industry when it comes to leveraging program communications, program design and various psychological elements within a program structure to influence positive behaviors for a company. It made sense to add that level of design expertise to our company.” Said Miller.

While Symbolist boasts 20 years of expertise in the industry and has its own quality consulting practice in addition to its state of the art fulfillment systems, adding **I2I** brings a new and diverse point of view into the mix that can help drive even greater program effectiveness for Symbolist clients.

I2I has been a consulting-only organization for the past 5 years providing program evaluation, program design and overall motivation and influence advice for a variety of end-user clients and for companies that provide incentive and reward programs. *“Being part of Symbolist expands the offerings available to clients who would normally engage with I2I for advice only. We can now offer fulfillment as well – and at a level of quality that matches the level of support our clients require.”* Said Hebert.

The acquisition is effective Jan 1, 2013 however; the merging of the two company’s websites and social networks will be an ongoing, staged process as the two companies combine their thought leadership on one site and communicate with their respective client lists.

About I2I

I2I designs new, or audits existing, motivation, incentive and reward programs to increase their effectiveness and reduce costs. Through the use of proven motivational theory, behavioral

economics and social psychology we help drive extraordinary company performance with the employee, channel and consumer audiences. Additionally, **I2I** provides influence program training and education services for companies seeking to increase the effectiveness of their current initiatives.

Web site: <http://www.i2i-align.com>

About Symbolist

Symbolist creates emotional connections between brands and people by linking today's technology to the enduring symbols of success and rewards specific to each company's unique personality and value set. We do this by helping engage your employees, your channel partners and your consumers, with expertly designed incentive, recognition and reward initiatives. Our unique way of creating these programs creates a sustainable personal connection to the people that drive your business success.

Through Symbolist programs companies engage their people and build their brand – at an emotional level.

Symbolist helps companies **create a place where people want to be.**

Contact:

Lori Rains

1 . 800 . 498 . 6885

Company website address: www.symbolist.com

Email addresses and contact information available on the website.

###