



## **CONSULTING SERVICES**

Our **Consulting Services** provides **leaders and individuals** a comprehensive and integrated approach for developing and implementing a Strategic Communication Process. This step-by-step process ensures that an organization's business-critical information is communicated to the right person, at the right time, through the right channel, creating the right interaction to achieve specific business results.

### **CONSULTING SERVICES GOAL AND OBJECTIVES**

We work within the structure and culture of your organization to enhance your internal communication processes in order to support the successful communication and implementation of all business-critical information. Based on The Complete Approach® methodology, we help leaders and individuals within their organizations develop a strategic communication process so that they can:

- Clarify the business critical information that needs to be communicated
- Define the strategic importance, current state and desired outcomes
- Identify and assess the impacted audiences
- Identify and develop key communicators of the information
- Create audience-focused messages
- Identify and develop interaction and feedback loops
- Choose the appropriate communication channels
- Identify appropriate time frames and logistics based on impact

By implementing the components of our Strategic Communication Process we will help you:

- Identify and assess the communication issues that may be impeding the successful communication of your business-critical information
- Increase audience buy-in and engagement in executing your strategic initiatives
- Create a culture that views change as necessary not arbitrary

The result is an optimal and sustainable strategic communication process, which will support the successful communications and implementation of all business-critical information.

For more information on how we can help you develop and incorporate our Strategic Communications Process for your organization please contact us.