



**guidedinsights**

breakthrough conversations  
for bottom-line results

## Organizational Communications Strategy and Planning Services

The strategic messages have all been agreed to. The marketing folks have spent thousands of dollars and countless person-weeks choosing just the right vehicles to convey the desired messages. Slick PowerPoint presentations, flashy new web postings, and company-wide videoconferences with senior management are just the beginning of an elaborate communications campaign designed to excite and motivate employees to “move together in the right direction.”

Despite the well-orchestrated preparation, the results are disastrous. By the time senior management makes its official announcement, most employees and managers have heard the news from other sources. In the absence of any word from senior management, they have drawn their own conclusions about what the change *really* means, and who is *truly* likely to benefit.

Nearly all members of the organization—apart from the senior echelon—are vocally and passionately resistant to the announced changes. At best, they pay lip-service to being “good team players”; at worst, they work overtly to sabotage the change before it can take place. The result: Few of the desired changes ever take place, and the organization has lost some of its most valuable people to companies that seem to hold their employees’ perspectives in higher regard.

### Services include:

- Stakeholder analysis of targeted audiences to determine prevailing perceptions about the change about to unfold
- Qualitative assessment of target audiences to determine communication preferences and evaluate perceived value of current communication vehicles and programs
- Communication strategy development and planning, including objectives by audience, key messages, suggested vehicles, milestones, and responsibilities
- Strengthening and building viable processes for two-way communications
- Evaluation of current campaigns for ability to meet desired objectives
- Coaching of managers at all levels as well as teams to enable them to foster credible, effective, and honest communications

### Benefits:

- Inspire greater loyalty by treating employees and other stakeholders with greater respect through open communications
- Enable better decisions that can be enacted more quickly by soliciting ideas across the organization up front
- Flag issues before they become problems by establishing and cultivating authentic two-way communications processes

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