

COMMUNICATIONS STRATEGY WORKSHOP

WHY COMMUNICATIONS
STRATEGIES NEED TO
EVOLVE TO OUR 'WARTIME'
ENVIRONMENT

EFFECTIVELY REVISING YOUR APPROACH TO COMMUNICATIONS

GIVEN THE PACE AT WHICH OUR LIVES, SOCIETY AND THE ECONOMY HAS CHANGED IN THE PAST NUMBER OF WEEKS AND MONTHS, IT IS IMPERATIVE THAT OUR COMMUNICATIONS KEEP PACE. HOWEVER, FOR MANY ORGANISATIONS THE BACKBONE OF COMMUNICATIONS IS BUILT UPON A STRATEGY DEVELOPED IN A PRE-COVID-19 ENVIRONMENT.

THE OXFORD DICTIONARY DEFINITION FOR STRATEGY IS A PLAN OF ACTION DESIGNED TO ACHIEVE A LONG-TERM OR OVERALL AIM. CONSIDER THEN OXFORDS SECONDARY DEFINITION OF STRATEGY, THE ART OF PLANNING AND DIRECTING OVERALL MILITARY OPERATIONS AND MOVEMENTS IN A WAR OR BATTLE.

IN A SOCIETY WHERE WE TALK ABOUT THE FRONT LINE, CARRY OUT ONLY ESSENTIAL ACTIVITIES AND IMPLEMENT THE BIGGEST GOVERNMENT ACTION PLANS EVER SEEN, SURELY OUR COMMUNICATIONS STRATEGIES SHOULD EVOLVE TO MEET THIS NEW ENVIRONMENT?

WE ARE WORKING WITH CLIENTS FROM THE C-SUITE TO SENIOR LEADERSHIP TEAMS AND COMMUNICATIONS TEAMS TO REVISE AND RE-ESTABLISH THEIR COMMUNICATIONS STRATEGIES. WHILE THE RESPONSE AND RESTRICTIONS PUT IN PLACE TO MANAGE COVID-19 MAY CHANGE, A COMMUNICATIONS STRATEGY SHOULD BE AGILE ENOUGH TO ALLOW AN ORGANISATION TO STEER THE CHALLENGES AND RISKS THAT ARISE, WHILE MAINTAINING OPERATIONS AND MOVEMENTS IN THIS CRISIS TIME.

WE CAN WORK WITH YOU TO DELIVER COMMUNICATIONS AND STRATEGY WORKSHOPS TO DEVELOP THE APPROACH YOU NEED. A STRATEGY WITH BUY IN FROM SENIOR LEADERS, THAT GUIDES TACTICS, MESSAGING, ENGAGEMENT AND ACTIVITY, WHILE PROVIDING CLEAR GUIDANCE AND RATIONALE FOR THE COMMUNICATIONS ACTIVITY AN ORGANISATION IS UNDERTAKING. AT THE HEART OF THESE EFFORTS IS A DESIRE TO BOTH PROTECT & BUILD YOUR REPUTATION CAPITAL DURING THIS CHALLENGING PERIOD.

STOCK TAKE

IMMEDIATE REVIEW OF
YOUR CURRENT
COMMUNICATIONS
STRATEGY AND ACTIONS
DURING THE PANDEMIC

LANDSCAPE ANALYSIS

REVIEW OF COMPETITOR
AND PEER COMPANY
ACTIVITY

FACILITATED WORKSHOP

VIDEO CONFERENCE
SESSION WITH SENIOR
COMMS TEAM TO RE-
ALIGN STRATEGY

REVISED STRATEGY

DELIVERY OF UPDATED
STRATEGY AND
COMMUNICATIONS PLAN ALONG
WITH IMMEDIATE NEXT STEPS

ABOUT DRURY PORTER NOVELLI

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