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STRATEGIC COMMUNICATIONS TIPS



**for Corporate
Brands &
Organizations**

1

BUSINESS ALIGNMENT

**DEVELOP A CORPORATE
COMMUNICATIONS STRATEGY AND
PLAN THAT IS **FUNDAMENTALLY
ALIGNED WITH THE COMPANY
BUSINESS PLAN** AND STRATEGIC
AGENDA FOR THE YEAR**

2

CLEAR GOALS & OBJECTIVES

- SET CLEAR GOALS AND OBJECTIVES FOR THE OVERARCHING CORPORATE COMMUNICATIONS STRATEGY BASED ON THE BUSINESS PROJECTS/PROGRAMS AND DELIVERY SCHEDULES FOR THE YEAR
- IDENTIFY KEY PERFORMANCE MILESTONES AND BUILD A TARGETED INTERNAL AND EXTERNAL COMMUNICATIONS CAMPAIGN AROUND THEM
- USE COMMUNICATIONS TO SOLVE REAL-LIFE BUSINESS AND ORGANIZATIONAL PROBLEMS WITH TANGIBLE RESULTS

3 CORPORATE NARRATIVE

- BUILD A CORPORATE NARRATIVE BASED ON YOUR HISTORICAL **EVER-GREEN MESSAGING**, AND THEN DEVELOP SPECIFIC MESSAGING BASED ON KEY PILLARS OF YOUR BRAND WITH **VERIFIABLE PROOF-POINTS**
- DEVELOP, AND/OR REVALIDATE YOUR BRAND **STORY** AND ENSURE THAT IT IS EMBEDDED IN INTERNAL OPERATIONS, CULTURE, PROCESSES, RELATIONSHIP MANAGEMENT AND COMMUNICATIONS



4

SUCCESS CRITERIA

- **CONSULT WITH BUSINESS LEADERS TO IDENTIFY AND AGREE ON AREAS WHERE AN ADVOCACY OR INFLUENCING CAMPAIGN COULD MAKE A POSITIVE DIFFERENCE**
- **ENSURE SUCCESS CRITERIA IS TIED TO TANGIBLE RESULTS THAT IMPACT THE BOTTOM-LINE FOR THE BUSINESS E.G. A POSITIVE SHIFT IN MEDIA COVERAGE THAT SUPPORTS AN ONGOING STRATEGIC AGENDA; A SHIFT IN THE EXTERNAL NARRATIVE THAT DIFFUSES TENSION FROM A NEGATIVE INCIDENT; % INCREASE IN BRAND VISIBILITY WHICH OPENS DOORS OF OPPORTUNITY INTO NEW MARKETS**

5

RESOURCES

- **ENSURE THAT YOUR COMMUNICATIONS TEAM IS ADEQUATELY RESOURCED TO COVER THE SPECTRUM OF PRACTISE AS RELEVANT TO YOUR COMPANY OR BRAND (E.G. MEDIA, COMMUNICATIONS, PR, STAKEHOLDER MANAGEMENT, SOCIAL MEDIA/ONLINE PRESENCE, CONTENT CREATION, VISUAL COMMUNICATIONS, INFOGRAPHICS AND CREATIVE/STRATEGIC STORYTELLING ETC)**

6

ENSURE THAT THE COMMUNICATIONS TEAM HAS THE RIGHT STRATEGIC PLANNING, LEADERSHIP, PROJECT MANAGEMENT, TRAINING, KNOWLEDGE, SKILLS AND FUNCTIONAL EXPERTISE TO DELIVER AS REQUIRED

**KNOWLEDGE,
SKILLS &
EXPERTISE**

SUMMARY

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Business Alignment

2

Clear Goals & Objectives

3

Corporate Narrative

4

Success Criteria

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Resources

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Knowledge Skills & Expertise

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SA&A May 2025