



[www.Bay3000.com](http://www.Bay3000.com)  
[Sales@Bay3000.com](mailto:Sales@Bay3000.com)  
1-800-880-0855

## ▶ **LD042 – Communicating Strategy**

Is Your Communication Strategic? This workshop examines how communicating a corporate strategy is critical to an organization's success at all levels. Covers the importance of communicating corporate and marketing strategies to employees, investors and other stakeholders.

We explore how to set communication objectives that reflect the business plan, how to ensure that communications strategy reinforces business strategy, and how to evaluate the effectiveness of corporate communications. This is a high impact program to create a culture of communication, boost morale, and build shared values at work. Our communication plan gives you a powerful template to use as your definitive guide for developing your internal/external / employee communication plan.

Also available, is an optional review and consulting service in which we review the plan you developed using our template and give you complete analysis and recommendations, until the plan is completed.

- ✓ The key development phases of your organizational communication plan.
- ✓ Strategic Purpose, Tie-in with Business Plan
- ✓ Research, interviews, focus groups
- ✓ Formulating business and communication objectives
- ✓ Audience, Message, Media, Training, Measurements, Evaluation, and Implementation.
- ✓ Organizational Communication as a management process.
- ✓ Organizational Communication as a change agent.
- ✓ Achieving the organization's strategic objectives by using a receiver-focused approach in both content and context.