

Capabilities – Strategic Internal Communications

B2B Marketing Excellence

B2B and B2G Strategic Communications

Organizational transformation can make the difference between high performance and succumbing to market forces as the organization undergoes dramatic changes with new technology implementations, repositioning, restructurings, downsizing, globalization, or major acquisitions. To be successful, the entire enterprise must not only understand the change, but also embrace it. A well-crafted internal communications strategy can determine whether your employee base becomes suspicious, cynical and resistant, or welcomes and helps to accelerate the change.

Methodology: B2B Marketing Excellence's unique approach to strategic communications is designed to move your audience from resistance to support by elevating internal communications from information sharing to goal oriented, strategic initiatives that both energize and engage employees. Our proprietary methodology builds on tested principals of strategic communications based upon the organization's goals and objectives, mission, vision, and values, and brand. Audience research and baseline metrics help identify perception gaps and opportunities to build confidence and energy around the change or transformation initiatives. In concert with the leadership team, we create a customized Messaging Map, including the key messages that will reinforce and sharpen employees' understanding of the brand during the transformation initiative. Building on the brand promise, the internal communications campaign creates an emotional connection with your audience to move them from resistance to understanding to acceptance to support. Creative use of social media and a Champions Program are critical components to engage employees in a dialogue that is both authentic and transparent. As an overlay, communications and brand governance processes provide the framework for nimble decision-making and guidance when needed.

Previous Engagements:

- Designed and implemented brand strategy and internal launch for leading defense and commercial aviation company in multiple locations throughout the United States. Brand strategy was later adopted for global implementation.
- Implemented internal brand launch and acted as brand champion for leading software and professional services public sector division.
- Designed internal communications strategy for CEO and executive team to communicate mission, vision, values, and corporate strategy to facilitate organizational transformation.
- Developed strategy and business case for major industry association to integrate social media into their web site infrastructure, making it their primary public relations channel.

Capabilities

- Mission, Vision, and Values
- Audience Research and Analysis
- Internal Branding
- Strategic Internal Communications Plans and Campaigns
- Social Media Communications Strategy
- Integrated Social Media Plans
- Messaging Map
- Governance
- Champions Program
- Meeting Facilitation
- Metrics

[Contact us](#) at to develop a strategic internal communications strategy that helps you energize your employees to embrace the change.

For more information, visit B2BMarketingExcellence.com

B2B Marketing Excellence Proprietary Information

