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# Strategic Management Communication



# What is Strategic Management Communication (SMC)?

- SMC is the **strategic alignment** of an organization's internal and external communications to its stated objectives.
- It is premised on the recognition of the causal relationship between communication activities and the ultimate achievement of the organization's missions or goals.



# What is SMC (*cont'd*)

- SMC **builds** and **maintains** consensus among all internal stakeholders in support of the organization's goals

*Together we stand, divided we fall.*

*Every hero needs a team.*



# What is SMC (*cont'd*)

- SMC ensures that external stakeholders are kept abreast with the messages required to fulfill the organization's strategic objectives.

**Who are you? What can you do  
for me? What can we do  
together?**



# What is Strategy?

- Strategy is an organization's defined objectives and the specific set of actions it will take to achieve those objectives.



Huh?




**Can strategy lead to satisfaction?**



# Relationship between Strategy & Customer Service

Objective – Customer Satisfaction


- Our team *(resource) needs to be prepared for action.*
- Our team must have requisite skills, a common objective, and plan of action *(now a resource ready for action)*



# Relationship between Strategy & Customer Service

- Our team engages our customers  
*(action)*
- Our team leaves no gaps between  
customer expectations and service  
delivery *(successful strategic action)*


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# SMC is methodical & systematic

- SMC is informed by research
- It is rooted in an analysis of the organization and its external environment - strengths, weaknesses, opportunities and threats (SWOT).
- SMC considers the channel, the appropriate action, the placement and timing.

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# Hallmarks of Effective Strategic Communication

- Aligned with organization's strategic objectives
- Consistent
  - Proactive not just reactive
  - Multiple voices; one message
- Addresses both internal and external audiences
- Employs diverse channels (using the most effective for the given message and situation)



# The Bottom-line of Strategy

- The ultimate goal of all businesses is to maximize profit and/or shareholder value.
- For non-profit organizations, the ultimate goal is to gain support of an idea or to effect behaviour change.

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# The Strategic Communication Plan

- A written statement of what communication actions will be used to support the accomplishment of specific organizational goals, time frame, budget and measurement at the end
- Effective for short term (single issue) or long term

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# The Strategic Communication Plan

- **Structure is similar to a Strategic/Business Plan**
- **Primary Elements: Issues, Stakeholders, Media, Message, and Evaluation**

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# The Strategic Communication Plan

- Reconciles communication activities with organizational goals, missions, objectives in a **measurable or quantifiable form**
- **Details** the communication strategies and actions that will **match specific strategies/actions to specific organizational goals.**



# Elements of a Strategic Plan


- **Organizational Overview**
  - Mission, Vision, Service Description, Management Team
- **Market and Industry Analyses**
  - Target customers, Competitors, Competitive Advantage, SWOT (strengths, weaknesses, opportunities & threats) Analysis
- **Financial Analysis**
  - Financial Health, Goals and Projections
- **Contingency Plans (crisis management)**



# Strategic Management

## Communication (*Staff & Structure*)

- Qualified, experienced and adequate staff for the strategic communication function is important.
- Placement of communication department within the organizational structure depends on the type of organization. Some are designed functionally, and grouped into units/departments like media relations, employee communication or marketing communication.



# Strategic Management Communication (*Staff & Structure*)

- Senior leaders are responsible for executing the firm's strategic plan. They ensure that the organization's mission is achieved

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# Strategic Management Communication

**END**