

## Parsec Communications – an introduction

### Strategic communications

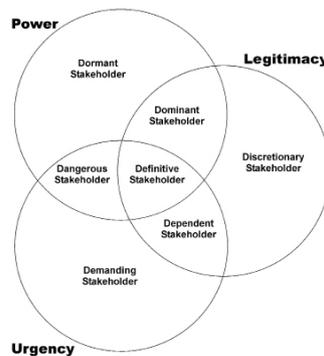
#### Organisational reputation

While businesses are faced with challenging economic conditions, the importance of having a strong, recognisable and trustworthy brand has never been more important. The actions that you take now can set you up for spectacular success or equally spectacular failure when markets recover.

Organisational reputation relies not just on the perception of your current customers. It also relies on the perception of your suppliers, your staff, your future customers, and anyone else who is interested. Not all Ford fans drive Ford cars right now but people's perception will influence the advice they give to others as well as affecting future purchasing decisions, so it's important to your business not to get them offside.

#### What does your brand stand for?

**Parsec Communications** can help you identify what your brand does stand for and if necessary help re-define it in the eyes of customers, staff, suppliers and a myriad of groups that you may not have even thought of. Major corporations spend many hundreds of thousands of dollars on 'branding' but you don't have to - as a smaller capacity business you, simply need to put in place the basics that will help your business survive the tough times and act as a launching pad in good economic times. Now is the time to invest for the future.



#### Stakeholder analysis

Over time, organisations tend to adopt squeaky wheel syndrome. Whichever is the loudest or most annoying group of stakeholders takes the majority of your time, effort and resources. **Parsec Communications** can analyse your stakeholders, either through a desk-top audit or more detailed face-to-face meetings and determine what their real communications needs are. Stakeholder mapping is undertaken so you can see where the pressure points are and design future communications to meet organisational requirements.

#### Effective writing

There is little point in developing a vision and strategy if you cannot communicate this with your key stakeholders.

It's a common misconception that engineers understand other engineers and all economists speak the same way - the only common element is plain English.

## Customer Benefits

- Tailored communications designed to turbo-charge your strategic communications based on detailed stakeholder analysis.
- Writing guides, templates and training to streamline effective internal and external communications.
- Focused project communications planning, tactic development as well as media releases, sponsorship, direct mail, Twitter, Facebook, Reddit, YouTube, events, and lobbying/advocacy.
- Training and coaching for effective interview and presentation performance.

Regardless of education, technical or domain expertise anyone can understand clearly written communications.

One of the major challenges that businesses face while preparing complex documentation is multiple author syndrome – dates written differently, use of imperial and metric measurements, spelling differences, document size and use of abbreviations can make your documents a nightmare to interpret. This will affect their usefulness. Poor submissions get ignored, poor bids simply don't win.

Multiple author syndrome is particularly apparent when the authors are from across the globe.

**Parsec Communications** can assist in development of templates and a corporate writing guide which, when properly used, will virtually eliminate the requirement for re-work.

## Project communications



All effective project managers must consider communications as part of their project plan. If you use Prince2 or Six-Sigma the stakeholder analysis and communications elements are embedded in the process and yet they are the most often ignored. Effective internal communications helps build synergies that can turbo-charge your project management processes allowing you to do more with less, quicker and more efficiently. Parsec Communications can audit existing communications strategies and tactics recommending new and effective ways to align your internal and external communications to achieve organisational goals, be them bids, advocacy, lobbying, policy awareness or sales.

But it's not just traditional project management that relies on the bedrock of effective communications. Kotter's 8-Step Process for Leading Change is almost totally dependent on effective communications - that is, communications



techniques based on effective stakeholder analysis. How can you align staff to a vision if you fail to effectively communicate that vision? Are people getting the corporate messages in ways that demand their attention or is it just another weekly email in among the hundreds of others they receive?

Effective project communications cannot exist independently – it must build on established relationships with customers, journalists and commentators using sophisticated and consistent messaging to position your organisation to win business.

Project communications takes the already established reputation of your organisation and focuses attention on the specific capability discriminators that will make your organisation seem better than that of your competitors.

**Parsec Communications** can design, streamline and assist with implementation of effective project communications.

## Media coaching

### Interview skills

Media interviews can be difficult and most of us dread the phone ringing and hearing a producer from one of the tabloid TV current affairs shows asking for a comment. But 99 per cent of interviews are not like that at all, especially if you do them frequently. Organisations should identify a trained spokesperson who will do most of the interviews for the company and will actively seek out opportunities to do so. Good news is no good if people

don't know about it, and bad news doesn't get better when organisations refuse to face it.

Some organisations are frequently in the news because they don't shy away from publicity. Effective media interaction relies on developing relationships with journalists during the good times so that when you are faced with a crisis its intensity can be lowered and its duration shortened.

## Presentations

Sometimes your skills require nothing more than standing in front of a room showing a PowerPoint presentation. Do it well and you will add considerably to your organisation's reputation. Do it poorly and you will simply disappear into the constant bombardment of slide shows that clog people's working weeks.

**Parsec Communications** can provide individual coaching, and tailored presentation skills training to lift your skills way above the ordinary.



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