



Human Capital

Strategic Communication



Science-Driven. Creatively Designed. Measurable Results.

50%

of project failures are related to ineffective communications ¹

47%

higher total returns to shareholders are produced by companies with highly effective communication ²

56%

of a project's budget is at risk due to poor communications ³

If You Answer “Yes” to Any of These Questions:

Q: Are your current communications not achieving the expected results?

Q: Are you unable to measure how your communications are performing?

Q: Is it unclear what employee actions are needed to achieve your desired outcome?

Q: Are strongly held beliefs and practices preventing your company from achieving its desired outcome?

Q: Does your communications organization lack knowledge, skills or time to drive your strategic communications?

Q: Is your communication less strategy and more of a “hunch”?

**Then our expertise is what you need.
Together, we'll reach a better best.**

Strategic communication requires both comprehensive planning and immediate interventions that are based on a combination of science and evidence. Comprehensive planning requires setting goals, defining success metrics, and creating messaging that is precise, compelling, actionable, and consistent. Messaging should be delivered through communication channels that are chosen carefully to effectively reach target audiences.

Science-based communication planning, execution, and analysis ensures you reach the right audience at the right time with the right message – all key factors that drive value and growth.

Collective Insights helps our clients by:



Developing a comprehensive communications strategy



Tailoring messaging to change audience behavior



Creating innovative campaigns



Delivering multi-channel messaging

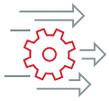


Developing effective tools and processes



Measuring success and impact

Our Services. Your Success.



Business Transformation

- Strategic Planning
- Target Operating Model Architecture
- Strategic Finance
- Supply Chain Transformation
- Process Optimization
- Enterprise Performance Management



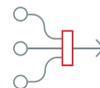
Technology, Information & Security

- Technology Strategy & Architecture
- Cloud & Edge Computing Enablement
- Technology Modernization
- Intelligent Information & Analytics
- Integrated Automation
- Next-Generation Cyber Security



Human Capital

- Organizational Change Management
- Strategic Communication
- Instructional Design & Development
- Workforce Development
- Organizational Design
- Culture Transformation



Operations & Management

- Program & Project Management
- Business Continuity
- Strategic Selection
- Vendor Management
- Mergers & Acquisitions Integration Management
- Portfolio & Demand Management

References

- 1 <https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/pulse/the-essential-role-of-communications.pdf>
- 2 Capitalizing on Effective Communication, 2009/2010 Communication ROI Study Report, Towers Watson
- 3 <https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/pulse/the-essential-role-of-communications.pdf>

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