

BUSINESS COMMUNICATION STRATEGY

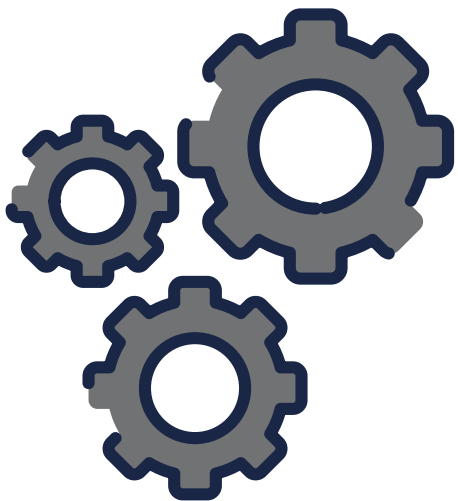
3 Categories to Consider

1 PLANNING



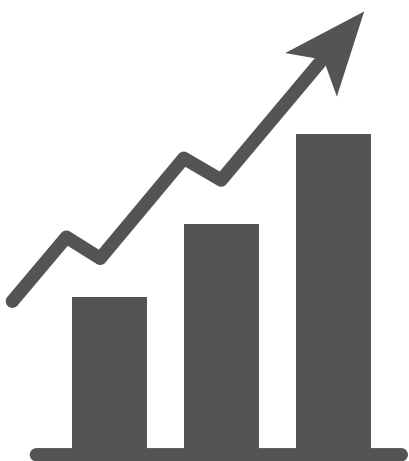
- **Vision Statement** - your business at its best
- **Customer** - who are you targeting?
- **Objectives** - what do you hope to achieve?
- **Budget** - establish and manage what you spend

2 EXECUTION



- **Medium** - how are you going to communicate?
- **Roles & Responsibilities** - who does what
- **Message** - your core message underlying all communication
- **Timeline** - what gets done when and critical deadlines

3 RESULTS



- **Benchmarks**- what measures do you use to indicate success?
- **Contingency Plan**- always have a Plan B for when events don't go as planned