

Corporate Communication



Presentation by Siosifa Pomana
to MEIDECC Department of Climate Change
Communication Division
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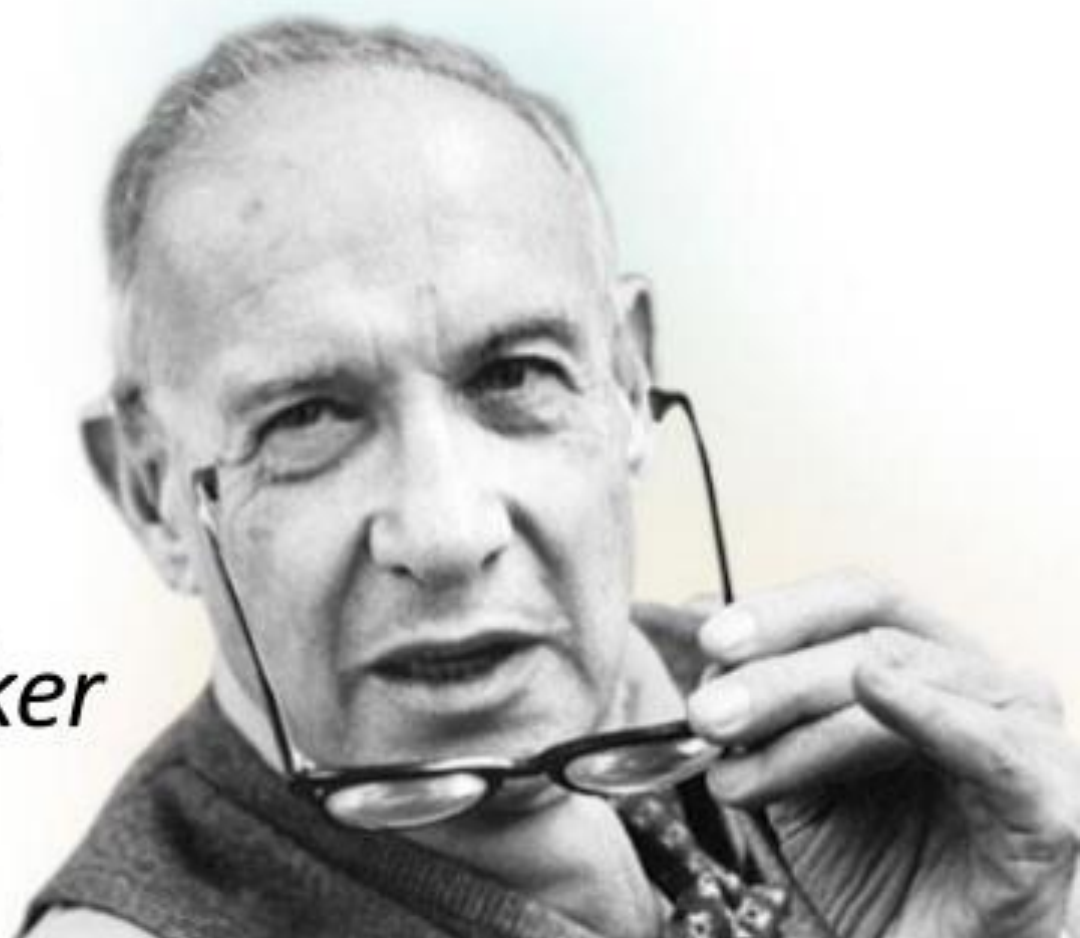


CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

“The most important thing in communication is hearing what isn't said.”

– *Dr. Peter F. Drucker*



THE SINGLE
BIGGEST
PROBLEM IN
COMMUNICATION
IS THE
ILLUSION
THAT IT HAS
TAKEN PLACE.

George Bernard Shaw





The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

— *Sydney J. Harris* —

AZ QUOTES

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Of all of our inventions for mass communication, pictures still speak the most universally understood language.

Walt Disney





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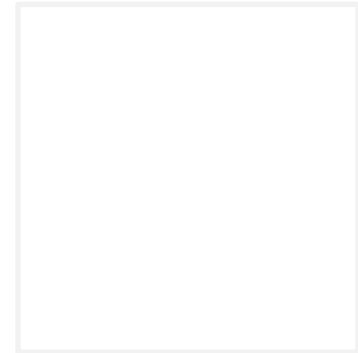
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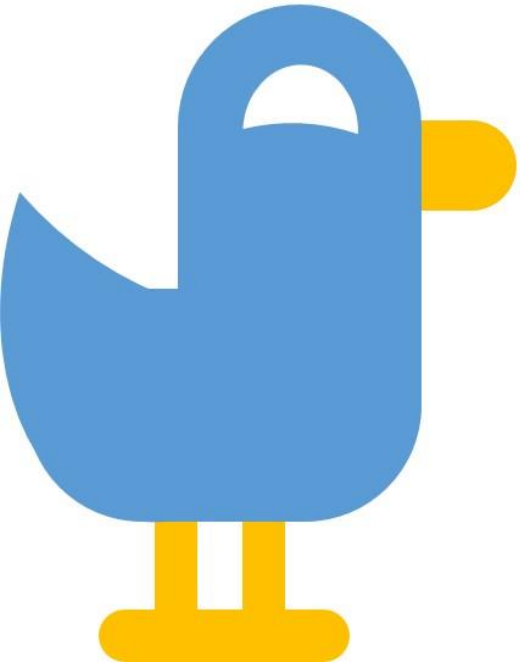
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what is
Communication?

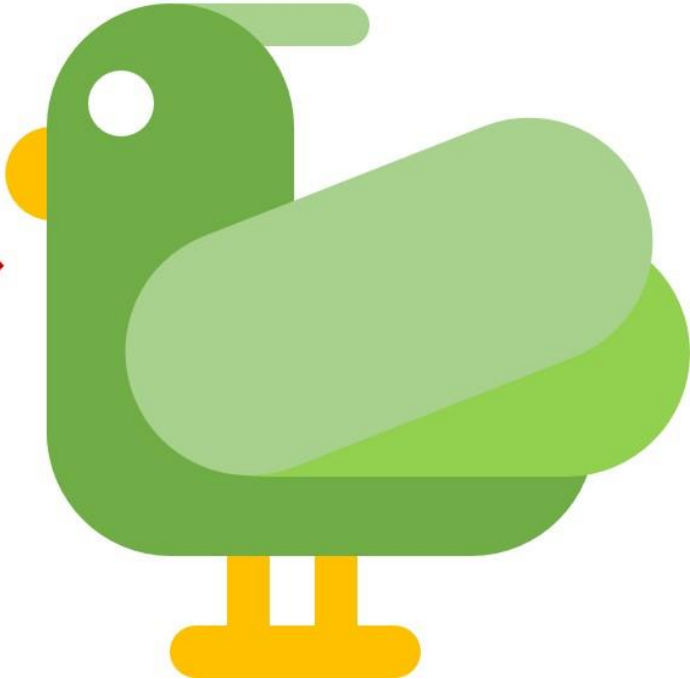
Sender



Information



Receiver



IN THE MOONLIGHT
YOUR TEETH LOOK
JUST LIKE PEARLS.

WHO'S PEARL, AND
WHAT WERE YOU
DOING IN THE
MOONLIGHT
WITH HER?!



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Mike Keefe THE DENVER POST 03-27-09

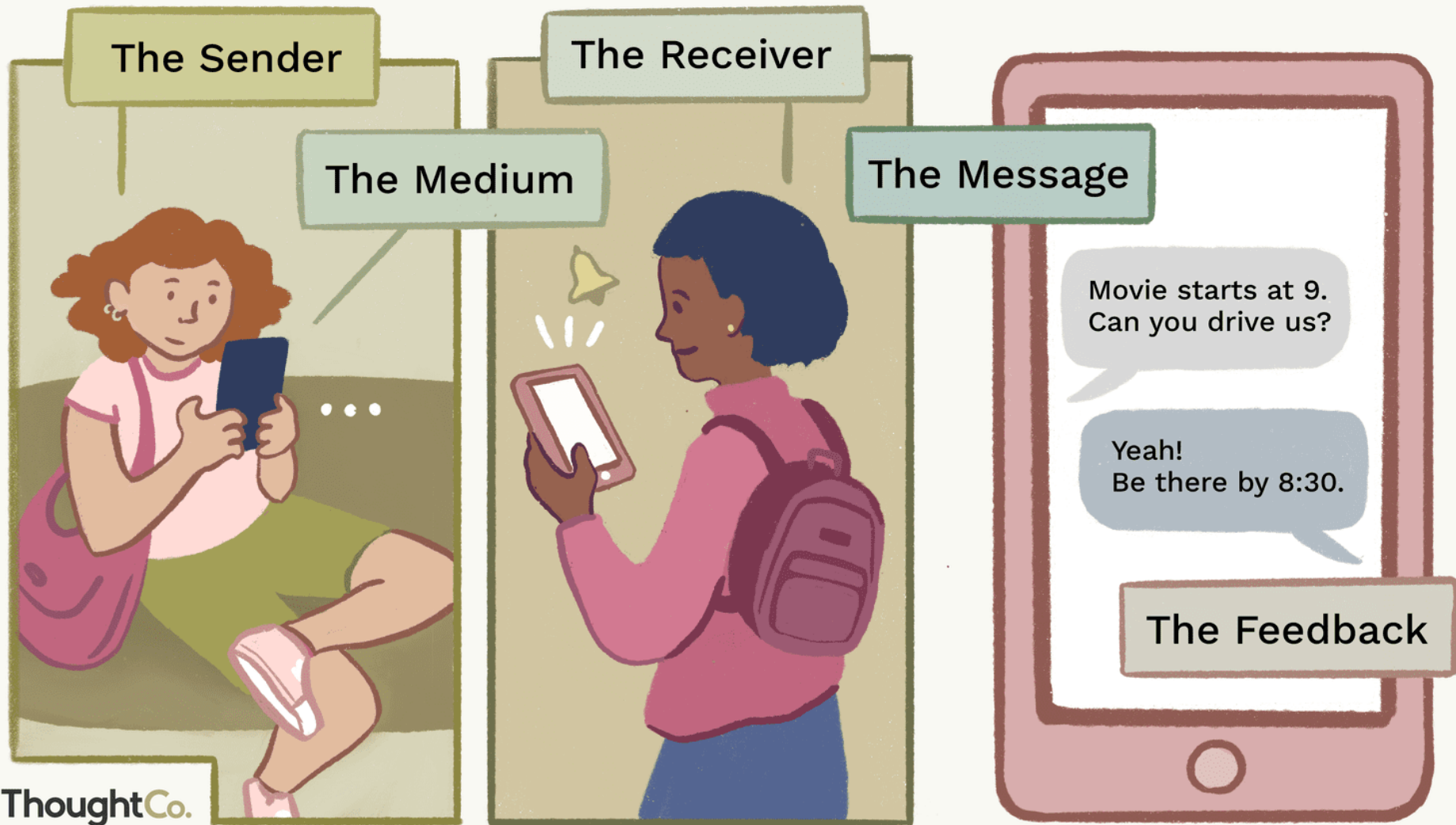


WHAT IS COMMUNICATION?

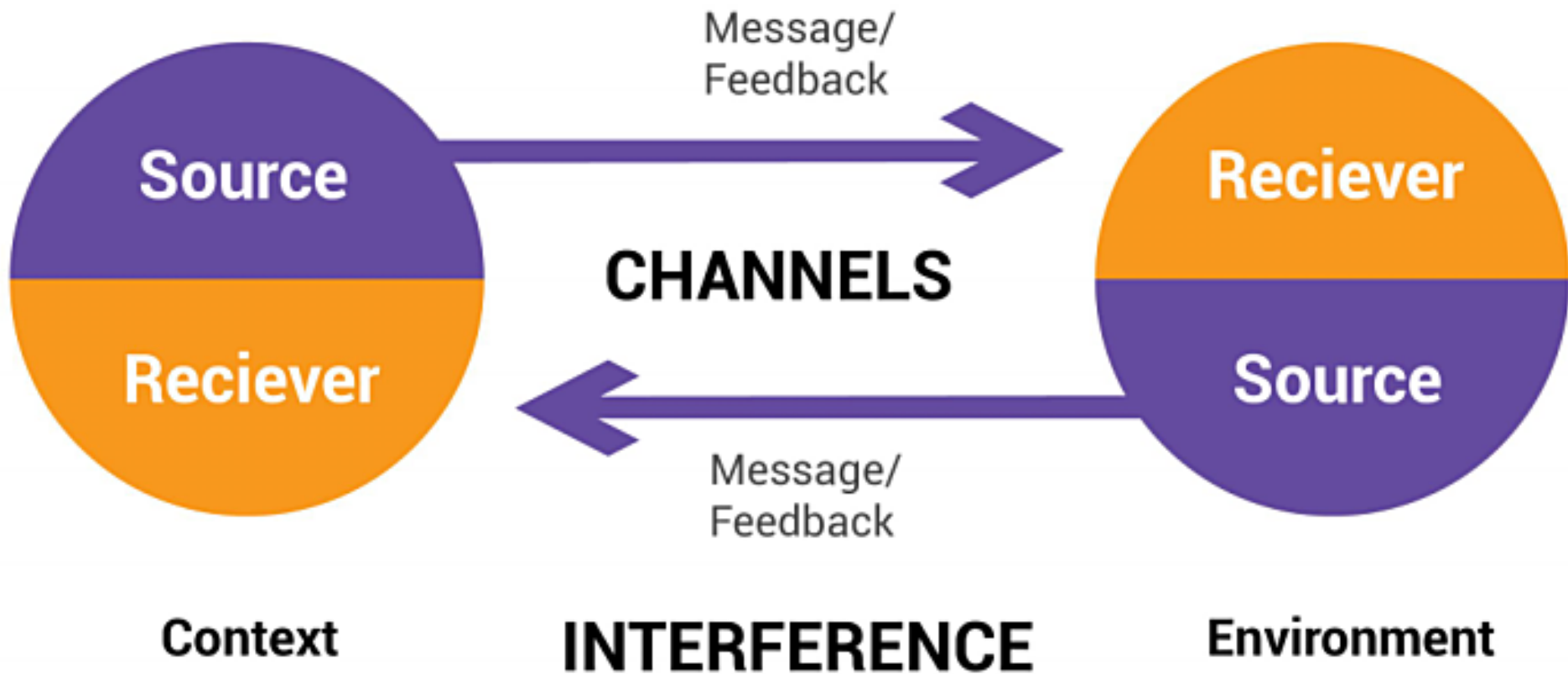
Communication is the process of sending and receiving messages through verbal or nonverbal means.

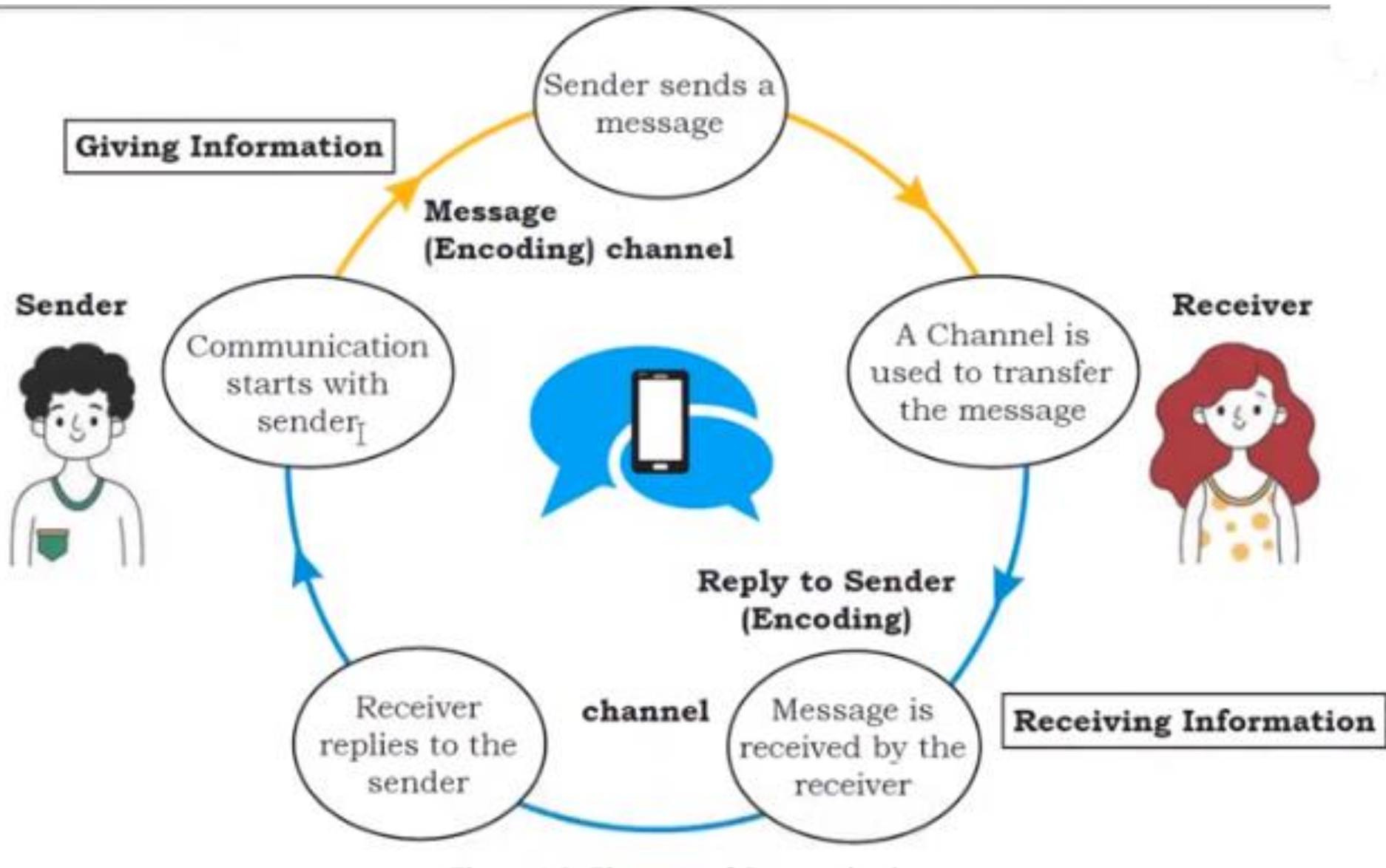


Elements of the Communication Process



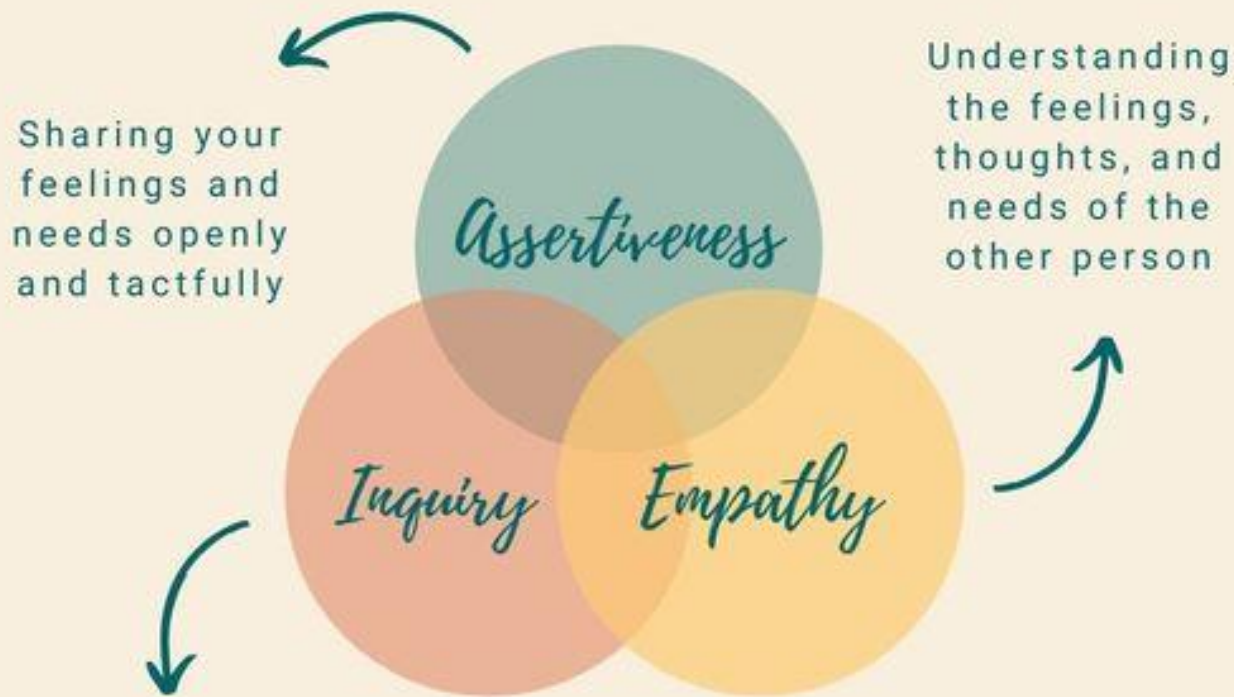
Communication Process





The three principles of

Effective Communication



Asking gentle, probing questions to find out more about the other person's feelings, thoughts, and needs

7C's Of Good

Communication



1 Clear

Focus on one topic or goal at a time, try not to achieve too much at once. May it easy to understand.

2 Considerate

Take the audience into consideration. Think about your audience's view point, requirements and problems.

3 Concrete

Be clear and specific rather than general. Support with specific facts and figures.

4 Correct

Accuracy of facts. Correct grammar, spelling and punctuation. Use the right level of language: formal, informal, substandard.

5 Concise

Convey the message using the fewest possible words. Underline and highlight the main message. Include only relevant material. Get to the point. Stick to the purpose of the message.

6 Complete

Include all the facts. Leaves no question in the audience's mind.

7 Couteous

Positive, focused, polite, respectful.

...AND THAT
IS WHY WE
LIFT ON
THREE...

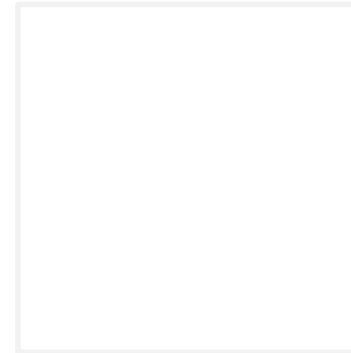


COMMUNICATION



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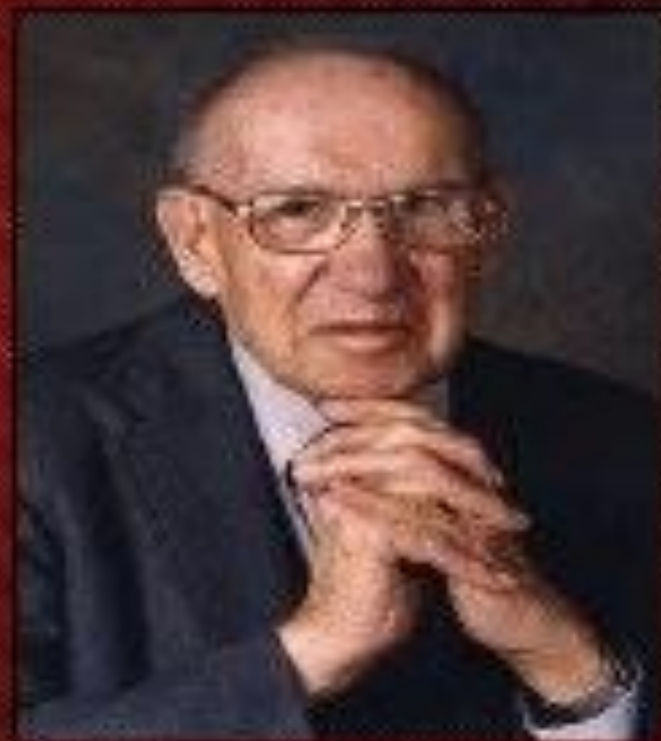
what is **CORPORATE**
Communication?



Communication

Peter Drucker

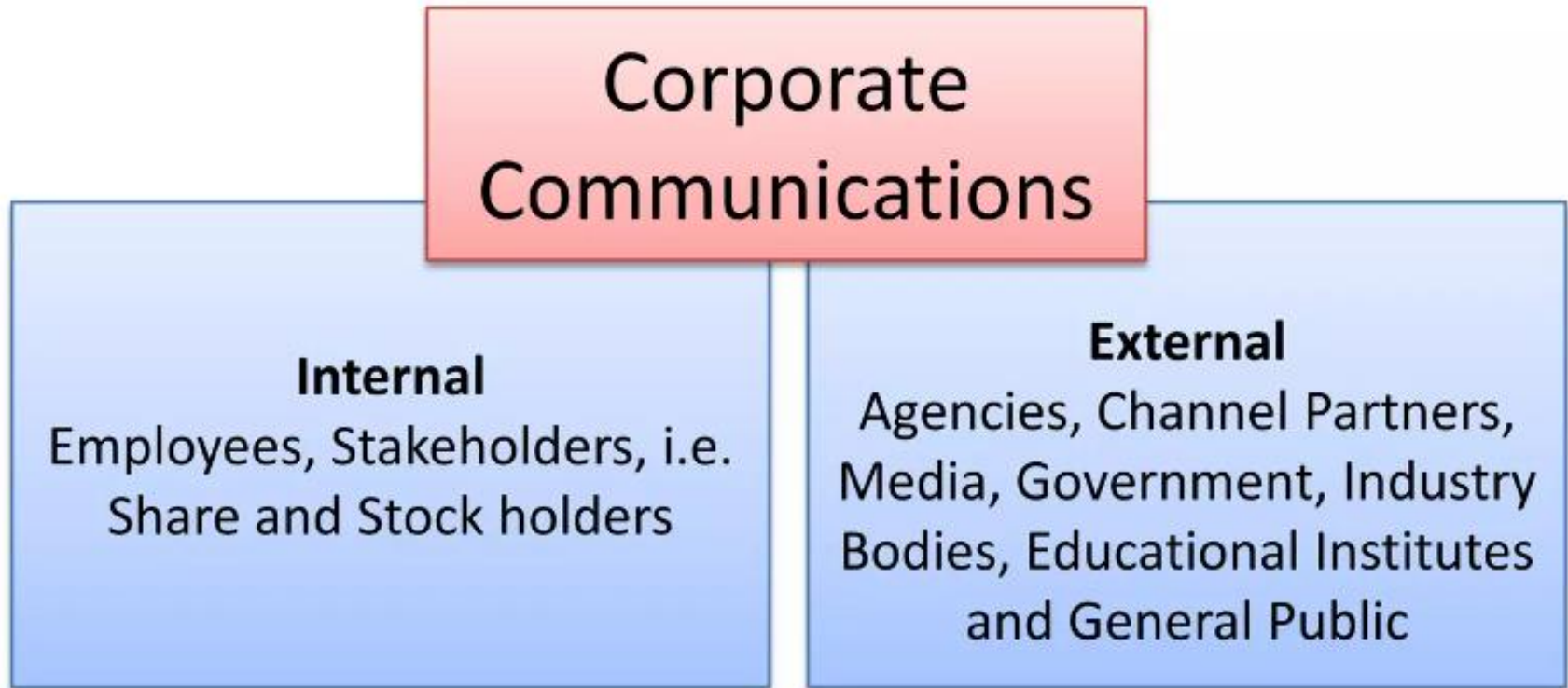
- Peter Drucker, the father of modern management, once said that 60% of all management problems are the result of poor communication.





Corporate Communication is the process of managing and directing all the communication activities of an organisation to achieve its planned goals

The Stakeholders



Corporate Communication is managing and directing an organisation's internal and external communication activities



MARKETING



ADVERTISING



PR



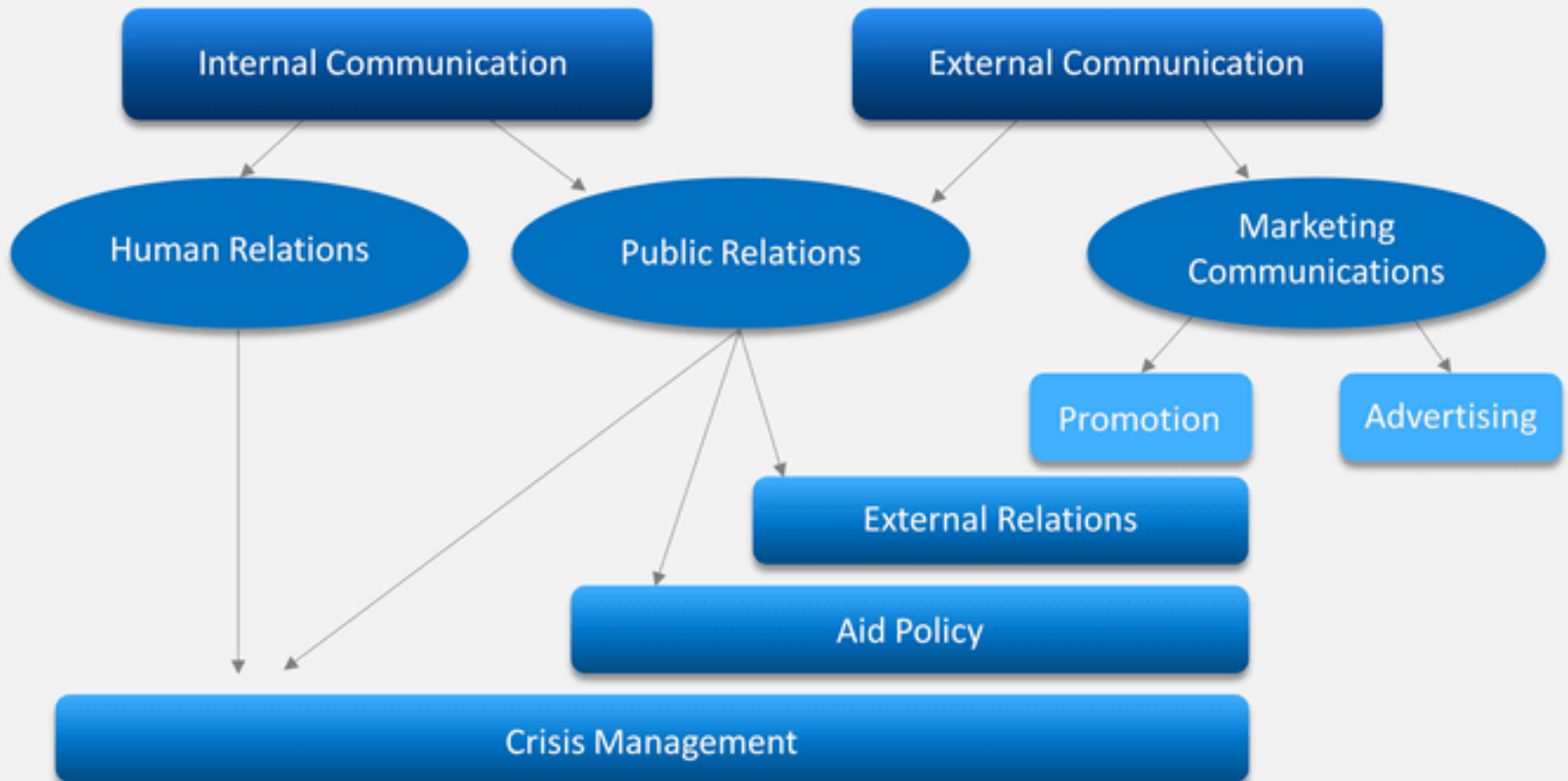
BRANDING



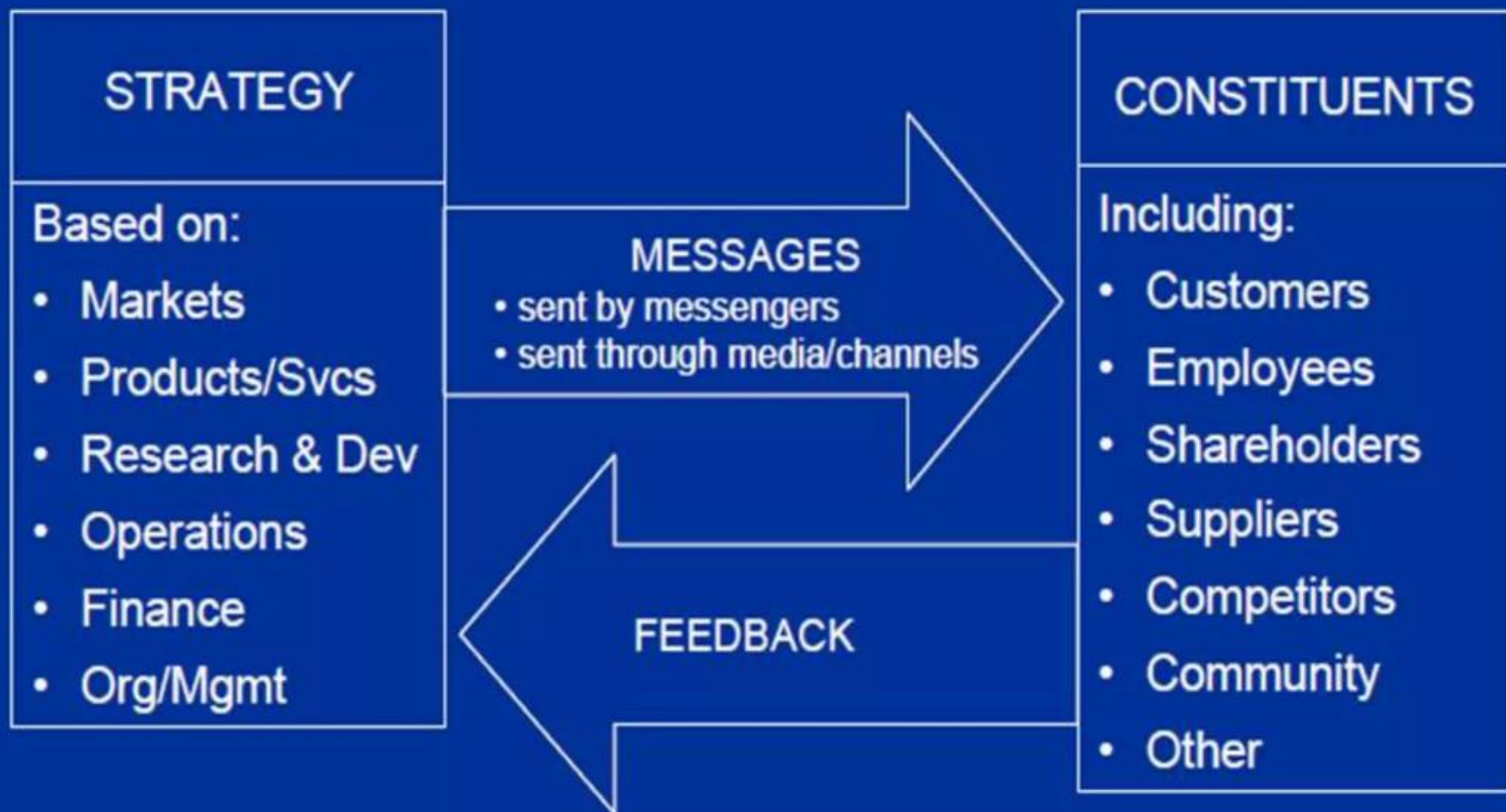
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Structure of Corporate Communication



Framework for Strategic Communication





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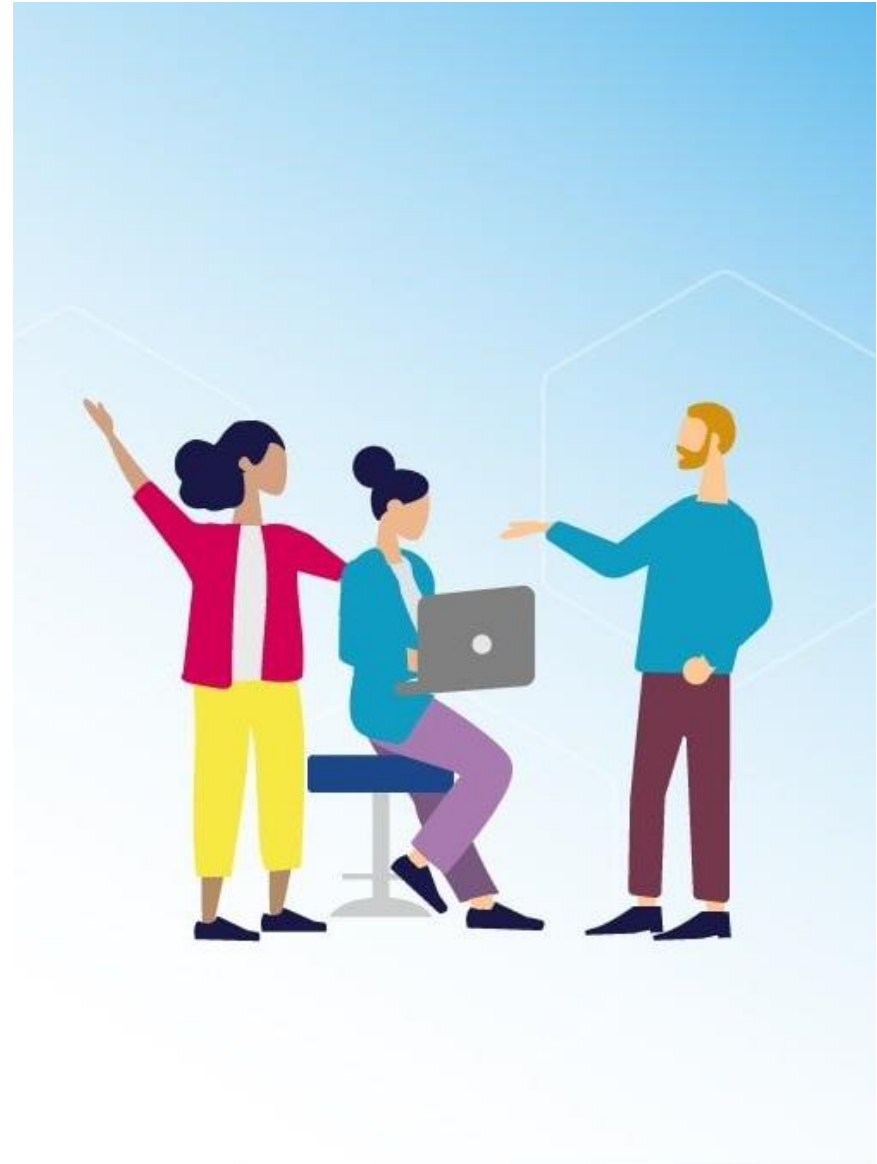
Corporate Communication Functions



- Corporate identity & image
- Marketing communications
- Media relations
- Investor relations
- Internal communications
- Corporate advertising and advocacy
- Government relations
- Corporate Social Responsibility

Corporate Communication Functions

- **Inform – informing about developments daily**
- **Profile – developing a story to sway opinion**
- **Socialise – socialising to convince and win support**
- **Support core functions – communicating department information**





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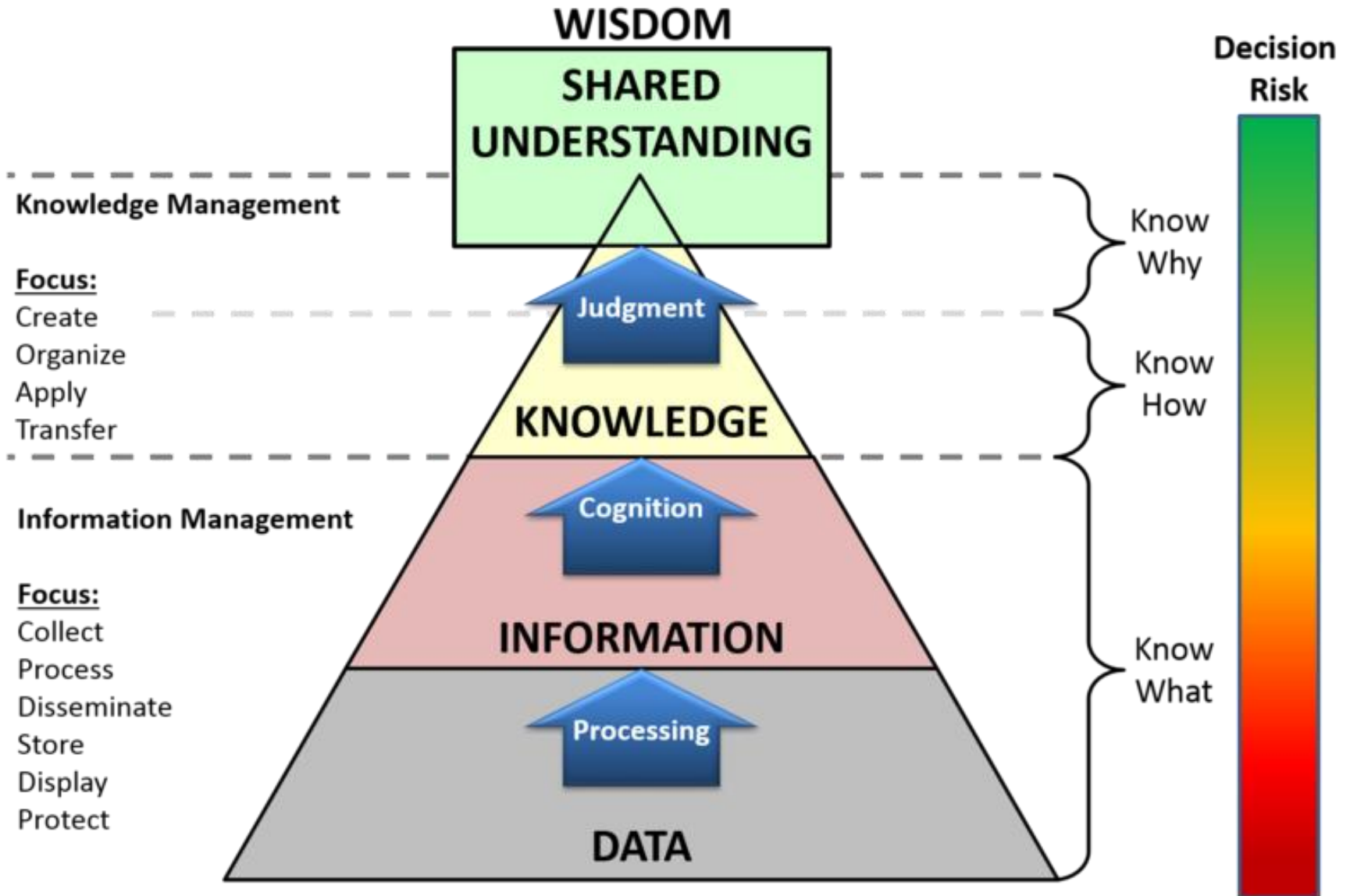
Proactive Management of Corporate Communications with Stakeholders



- Employees
- Media
- Government
- Non-Profit
- Special interest groups
- Businesses



Knowledge Management Cognitive Pyramid



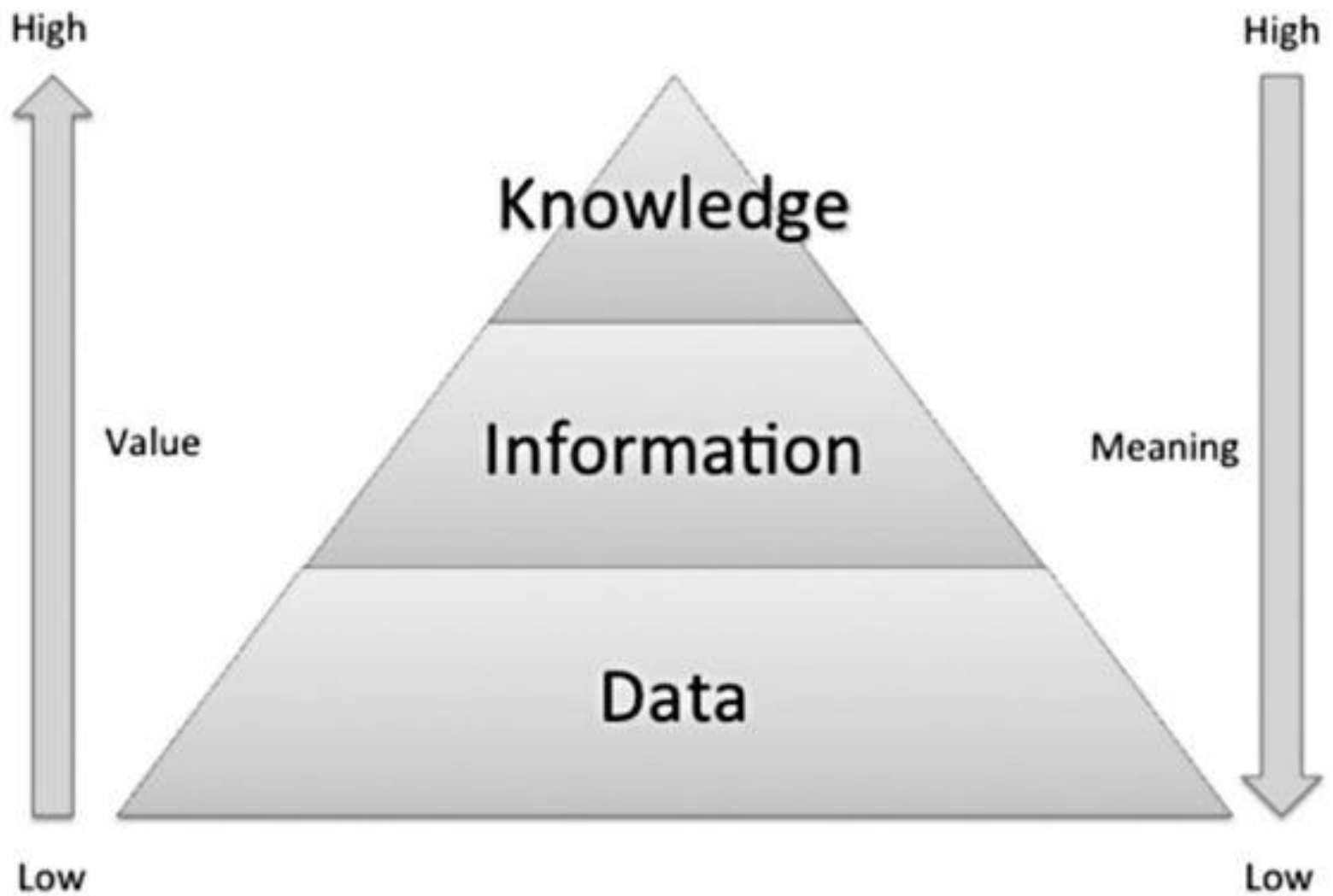


Figure 1. Data, Information, and Knowledge Hierarchy (Chaffey and Wood 2005)

IM vs KM

KM and IM, as well as knowledge and information, are often used interchangeably. So what exactly is the difference?

DATA & INFO

Numbers & facts structured & unstructured



TECHNOLOGY

Technology driven



EXPLICIT

Articulated, well-defined, easy to identify & share



KNOWLEDGE

Structured info, understanding, wisdom



PEOPLE

People, process, & management driven



TACIT

Unarticulated, hard to identify & share



KNOW WHAT

Facts, statistics, etc.



KNOW HOW

Action, experience, innovation



EASY TO COPY

Useful but easy to replicate and with less substance



HARD TO COPY

More likely to lead to innovation, comp. adv. etc.





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Challenges of Corporate Communication



1. Information overload
2. Inconsistent use of communication channels
3. Complicated messages
4. Contradicting information



The world's first language barrier problems actually came much earlier than the Tower of Babel.

Effective Corporate Communication



1. Aligns stakeholders with your mission
2. Builds relevant key messages for stakeholders
3. Creates transparency between stakeholders
4. Engages audiences through awareness, marketing and public relation campaigns



*"If we want this relationship to work,
we'll have to start communicating.
I'll go first-- get your feet off the table."*



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Communication tools used by the two

TYPES OF CORPORATE COMMUNICATIONS

CAREERCLIFF.COM

INTERNAL CORPORATE COMMUNICATIONS

- The company's mission statement
- Employee manuals and handbooks
- Employee newsletters, e-newsletters and e-mails
- Information contained on the company intranet
- Trainings and seminars
- Unwritten communication such as corporate cultural norms
- Communication given to shareholders (who may also be consumers)

EXTERNAL CORPORATE COMMUNICATIONS

1. Annual reports
2. Websites
3. Facebook, Twitter and other social media
4. White papers, case studies, by-lined articles
5. External newsletters and email blasts
6. Mass media advertising and direct mail
7. Blogs
8. Brochures and printed sales materials
9. Promotional items



source: tradepressservices.com

A Venn diagram consisting of two overlapping circles. The left circle is green and labeled 'Internal Comms'. The right circle is red and labeled 'External Comms'. The overlapping area in the center is yellow and contains a list of communication methods. The circles are separated by a white border.

Internal Comms

- Intranet
- Emails
- Meetings
- Training
- Newsletters
- Phone Calls

- Websites
- Social Media
- Flyers
- Events
- Photography

External Comms

- Advertising
- News Releases
- Conferences
- Speaking
- Engagements

Marketing and Corporate Communications: What are the differences ?

MARKETING

- customer
- defined set of channels
- controlled communication types
- positions a product or service

- more room for creativity
- needs to be consistent with product/brand attributes

CORPORATE

- multiple stakeholders
- multiple channels
- variety of communication types

- positions an entire organisation
- less room for creativity
- needs to be consistent with corporate identity/corporate brand attributes



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SOCIAL MEDIA

CHANNEL STRATEGY

Attract

How does your audience find you?

Build Trust

How do you establish trust and authority?

Convert

How do you sell to your audience?

Practical Strategy Framework

Vision

- What
- Why
- Values

Offers

- Clear
- Distinctive
- Focus on client value

Capabilities

- Current
- Development plan
- Collaboration

Priorities

- Focus
- Multiple horizons
- Defined actions

Metrics

- Set targets
- Predictive measures
- Aligned KPIs

Engagement

- Clarity
- Performance visibility
- Participation





Communication Strategy

The questions it answers



50% of all

Small and mid-tier

Businesses don't plan!



Strategic Planning

TEMPLATE



It's a roadmap for your business



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Communication and Information Division

Output 7.06: Maintained and regularly updated the resources and implemented the climate change communication plan

Sub-Output 1: National Climate Change System and Application

Sub-Output 2: Climate Change Communication and Awareness

Sub-Output 3: National Climate Change Support and Maintenance

Division's Responsibilities: Effective management of climate change information system, data security and integrity, databases and backup systems with support in different level and monitor to make sure the safety of the department resources. To conduct and provide national climate change awareness annually programs.



Communication and Information Division

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Function of the Corporate Communication Division

- Plays critical role in the Department
- Manages internal & external communications
- Builds the Department's image and reputation
- Facilitates how stakeholders relate and belong to the Department
- Connects with the media
- Drives the Department Communication Plan



Department of Climate Change

Communication Plan 2018

Success for Communication Professionals today involves

- Multitasking,
- Managing and
- Integrating corporate communications
- Having a combination of skills in advertising, marketing communications, marketing, and public relations



Summary



