

## COMMUNICATIONS STRATEGY FOUNDATIONS WORKSHOP

The workshop is a one-day program designed to **develop and align your team's strategy with business objectives.**

### OUTCOMES

- ✓ Identification & prioritization of key communications stakeholders
- ✓ Effective alignment of communications objectives and activities with organizational strategy
- ✓ Prioritization of activities to start, stop & continue to better align with business objectives
- ✓ Analysis of status and effectiveness of communications function and future goals
- ✓ Foundational components of a robust communications strategy

**This workshop is for...** communications teams who want to align their strategy with business objectives and jumpstart their communications approach.

### ABOUT US

Gladius leverages decades of experience, a results-focused methodology, cutting-edge technology and data-driven innovation to deliver meaningful outcomes and drive results.

### PROCESS



#### Part 1: Stakeholder Identification & Prioritization

In this session, the team will identify its stakeholders, determine your current and desired states of prioritization, and develop strategies to best prioritize stakeholders in alignment with communication objectives.



#### Part 2: Mapping Communications to Business Objectives

The focus of this session is to review the organization strategy and objectives and better understand the impact of their communication efforts on company goals.



#### Part 3: What Operational/Business Leaders Need from Communications

This session is designed to provide insight on what business leaders need from their communication teams. The session will utilize broadcast learning, best practice sharing, and data and testimonials in order to provide a deeper understanding of what leaders need from their teams.



#### Part 4: Communications Function As-Is vs. To-Be

In this session the team will use the evaluation of current state, aligned activities and capability gaps, and additional support of key stakeholders to assemble foundational components of their strategy.