

## COMMUNICATIONS SUPPORT FOR MAJOR ENTERPRISE INITIATIVES

Our proven processes, tools and techniques help credibly engage stakeholders, alleviate uncertainty and sustain strategic change. Communication is a cornerstone of success in any type of change and our team delivers comprehensive communication advice and support to work hand-in-hand with your project management team.

### PROCESS

#### Assess, Analyze & Prepare

- Our communication experts conduct a deep dive of the project plans, goals, timeline, current state and existing/available communication channels. We then recommend prioritized activities to fill gaps.

#### Develop & Implement

- Based on your project's specific needs, we employ our proven process and tools to create or supplement your stakeholder analysis and create a customized and comprehensive communication plan for your project.
- We can also support the creation and execution of messaging collateral, tools and other outreach materials.

#### Evaluate, Improve & Build Competency

- Throughout the process, we set metrics and targets for change communication efforts and can work directly with the broader project teams and change sponsors to build education, buy-in and competency on the change communication process.

*We specialize in helping...* businesses, functions, teams implementing a change or new initiative of any size. From corporate-wide initiatives to team-specific changes, we cater our services to your needs.

### DELIVERABLES

- ✓ *In-depth stakeholder analysis*
- ✓ *Comprehensive communication plan for all stakeholders, milestones and facets of the initiative*
- ✓ *Library of material with key messages per stakeholder group*
- ✓ *Program-level messaging and collateral*
- ✓ *Change Communication Toolkit including tools and templates*

### OUTCOMES

- Engaged sponsors and stakeholders
- Consistent and effective messaging
- Comprehensive communication approach
- Change risk mitigation

### 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.