



Confederation of Danish Industry

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Communication strategy

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Defining a communication strategy

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Step one - Strategic level

- Define the overall profile you wish for your organization
- Where to go?
- What to offer?

Step two -Tactical level

- Which target groups to aim at?
- Which key messages to put on the agenda?



And step three - Operational level

- What to do?
- How to do it?



Streamline your organization

- Create synergy in everything you say, do and show
- Define values
- Implement values in all communication activities



Streamline your organization

Internally

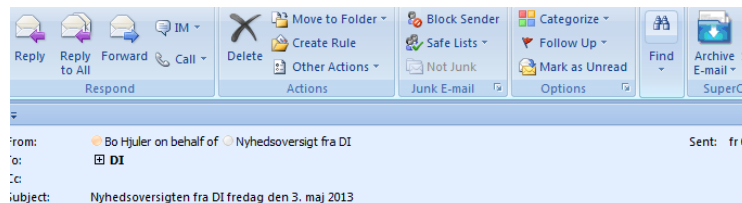
- inform and involve employees
- managers must be ambassadors
- policies should be based on values



Streamline your organization

Externally

- messages and information based on values
- practice what you preach
- monitor perception of organization



Dansk Industri

Læs artiklerne i nyhedsoversigten →

Profil: **Arbejdsmarked.** 14 artikler

Ledige snyder med praktik Ledige i Danmark benytter kreative, men ulovlige ordninger for at slippe for at blive aktiveret af kommunens jobcenter , viser en rundspørge til 5.000 nystartede virksomheder . De ledige beder virksomhederne underskrive profomkontrakter om en fiktiv praktik...

Berlingske, fredag 03. maj 2013 , Sektion: 1 , Side: 1 | 326 ord | Artikel-ID: e3c68127

Regeringen skærper krav til lægerne På Lægepraksissen Vesterbro Lægehus, der ligger i en moderne, hvidpudset bygning i København, tilser praktiserende læge Anette Skov dagligt omkring 25 patienter med f. eks. halsbetændelse og stive knæ - til cirka 126 kr. per konsultation...

Berlingske, fredag 03. maj 2013 , Sektion: 1 , Side: 4 | 869 ord | Artikel-ID: e3c68151

Medarbejderne har som regel svarene Pihls bestyrelsesformand, Birgit Nørsgaard, er en kvinde med begge ben på jorden. Her er ingen selvforherligelse eller heltegeørelse af sig selv. Tværtimod. Noget usædvanligt og overraskende for en bestyrelsesformand giver hun de 3.000 medarbejdere i Pihl en betydningsfuld rolle...

Berlingske, fredag 03. maj 2013 , Sektion: 2 , Side: 7 | 348 ord | Artikel-ID: e3c68318

Virksomheder: Ledige vil have os til at snyde systemet Danske ledige landet over forsøger at indgå aftaler om fiktiv praktik for at slippe for at blive aktiveret af kommunen, og ind imellem lykkes det. De ledige

Communication

Overall for the organisation and in every project you work with:

- Target groups
- Key messages
- Key values for your members
- Available medias
- Actions



On the agenda on a meeting...

- A) Minutes from last meeting
 - B) Since last
 - C) The coming month
 - D) New project
 - E) From the departments
 - F) Local organisation
 - G) Eventually
 - **F) Kommunikation**
- a) Kommunikation
 - b) Kommunikation
 - c) Kommunikation
 - d) Kommunikation
 - e) Kommunikation
 - f) Kommunikation
 - g) Kommunikation

Cause if not, then chaos rules...

Communication



Members

1) Members goal:

- Improve business
- good business environment
- a voice
- Network
- capacity building

2) Your Goal:

- Payment
- Feedback/information

3) Messages:

- Inform about business opportunities
f.ex. foreign delegations, gov.
contracts, int. Contracts, trade fairs,
- Regulatory issues
- Political work
- Activity calendar

4) Medias:

- Email
- Newsletter
- Website
- Text messages (reminders)
- Letters
- News media

Potential members

Identifying !!!

1) Potential members goal:

- Improve business
- Network
- A voice

2) Your Goal:

- Payment
- Legitimacy
- Branding

3) Messages:

- Benefits of being member
- (Benefits of being formal)
- How to become a member

4) Medias:

- Website
- News media
- Newsletter
- Seminars about membership

Politicians

Identifying !!!

1) Politicians goal:

- Information
- Relevance among business community
- Votes

2) Your Goal:

- Influence
- Branding

3) Messages:

- Relevance of private sector
- Relvance of good environment.
- Political positions
- Activities

4) Medias:

- Analysis
- Website
- Newsletter
- News media

Public

Identifying !!!

1) Publics goal:

- Growth
- job creation

2) Your Goal:

- Acceptance
- Support policies

3) Messages:

- Work of your organisation
- Relevance of private sector
- Benefits of getting services
- Business opportunities

4) Medias:

- Website
- News media

The toolbox

The good story



Hey !

You !

See !

So !

Hey



- Words, statements or pictures that catch the eye
- Short and clear messages that are understandable
- Your message is to be the one that stands out among a lot of other messages
- *And this process takes about half a second!*

The toolbox

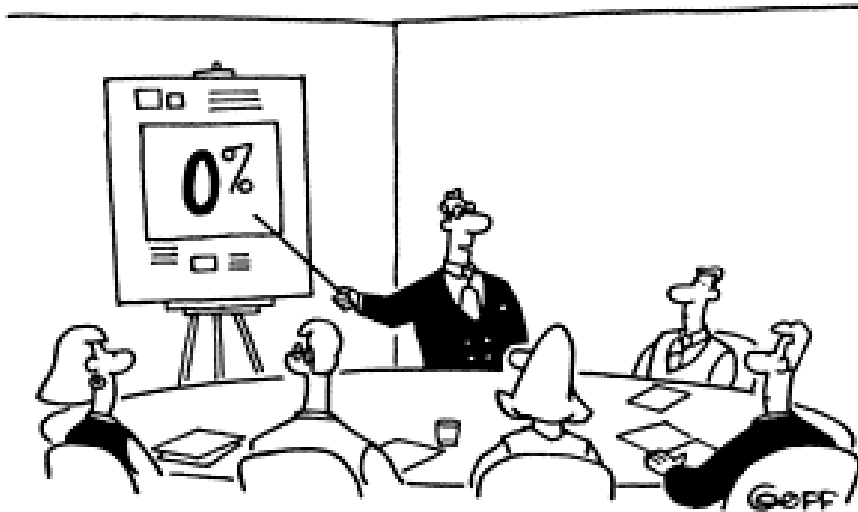
You



- You must explain why this is important to me?
Why should I continue reading this?
- So you have to be very clear on who your target group is!
- *To convince people about this you have another half a second!*

The toolbox

See



- Now you can start telling what it is really about
- You can explain other aspects of the problem
- ..and what consequences this problem will have
- *Once you have gotten peoples attention - through the HEY and YOU-fase - you are more free to get down to the basics of your story!*

The toolbox

So



- What you intend to do - what kind of action you will take or recommend!
- More elsewhere to read - or to take some actions by themselves
- And if you get this far your communication has been successful