

COMMUNICATIONS

Helping You Use Executive and Internal Communications as a Strategic Tool to Drive Business Impact

Companies in today's internet economy face an increasing number of communication challenges they are not prepared to plan and execute against as a competitive advantage.



- 1 The digital shift is causing disruption across all industries, requiring businesses to constantly reinvent themselves to be competitive. However, few companies successfully plan for the emotional engagement required to hold on to employees and keep productivity high during transitions.¹
- 2 A positive CEO reputation attracts investors, protects companies from crisis, and attracts and retains talent.² Still, executive trust is at an all-time low with less than 1/5 of the general public believing that business leaders will tell the truth when confronted with a difficult issue.³
- 3 Quality and ROI of communications are being scrutinized. In a recent study, 70% of communicators stated their communication strategy was aligned to the business. However, only 16% were satisfied with their ability to measure the effectiveness of their internal communications.⁴
- 4 Corporate services are being reduced or outsourced, limiting communications resources with no alternative solution available. 35% of the average company's workforce was contingent or contract based in 2014 and is expected to grow to 45% by 2017.⁵

The Communications Practice at SolomonEdwards understands the value of using communications as a strategic tool to drive business impact. We have organized our services around three proven solutions that can have an immediate impact on company performance, creating a competitive advantage in the marketplace.



Whether focused on one area or combination of areas, these services are proven to transform your organization's vision into strategy and execution for measurable business outcomes.

Our Approach

Strategic communications support is deeply dependent on the culture and needs of each company. Our approach to service delivery is highly customizable, focused on what works for your business. Communication services can be delivered as a **Managed Service Agency**, in which SolomonEdwards is entirely responsible for the communications service for the client in an outsourced model; **Alliances**, in which SolomonEdwards advises on how and why communications are constructed and delivered; and as **Teams or Individuals**, in which SolomonEdwards consultants perform the activities of development and delivery of the communications.

¹The Holmes Report, 2016 | ²Weber Shandwick CEO Reputation Premium Study | ³Edleman's Trust Barometer | ⁴Newsweaver/Melcrum 2014 Survey | ⁵HBR "Your Company Needs Independent Works", 2015



Success Story Snapshot

SITUATION	RESULTS
<p>A major computing company wanted to identify and launch new corporate positioning at the C-Suite level and beyond across all geographies.</p>	<p>→</p> <ul style="list-style-type: none">• Partnered with the head of corporate communications, CEO and other external agency to define new corporate positioned messaging and CEO communication strategy.• Developed detailed global campaign approach and helped to communicate and program manage execution.• Worked directly with company president to develop messaging platform and keynote presentations.
<p>A major software company was changing its business model and needed to reorganize worldwide sales communications support.</p>	<p>→</p> <ul style="list-style-type: none">• Provided interim communication support resources during transition.• Partnered with new sales communication leader to identify new services, roles and resourcing required, along with service implementation and change management strategy. This was achieved in 2 months.
<p>A major networking company was looking for internal communication cost savings as a way to support changes in their business model.</p>	<p>→</p> <ul style="list-style-type: none">• Partnered with the business and procurement to transitioned communication support to an outsourced agency model – offering pay-for services on an as-needed basis.

Why SolomonEdwards?

SolomonEdwards offers deep expertise in executive and internal communications along with best practice methodologies, tools and templates in areas ranging from: organization design, change management communication, crisis, mergers and acquisition communications to; C-suite messaging platform development, keynotes and speaker coaching; as well as organization, leader, manager and program communications. We are committed to matching the right communication experts with your client teams and leveraging our success with similar organizations and industries. Finally, we believe any good partnership is built on trust. At SolomonEdwards, we pride ourselves on our ability to quickly build with our clients and executives at the C-suite and beyond to become a valued team member.

About SolomonEdwards

SolomonEdwards is a national professional services firm focused on strategy execution. We create success for our clients by providing extensive experience, deep subject matter expertise and adaptability within ever-changing business dynamics. Through our business consulting division we execute custom solutions that solve clients' critical business issues related to business transformation, accounting and finance, governance and regulatory compliance and mergers and acquisitions.

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