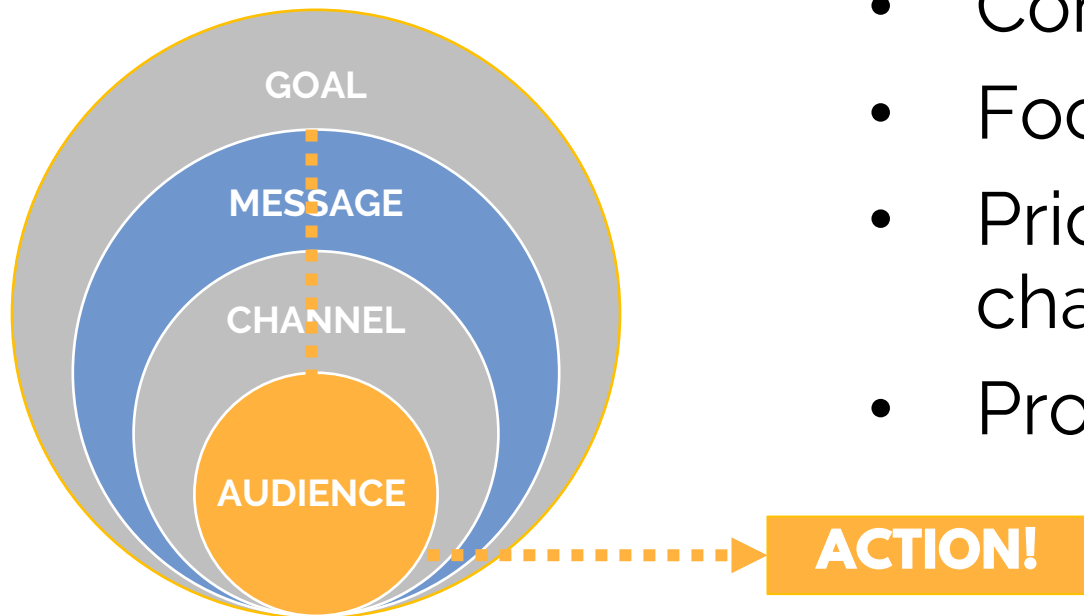


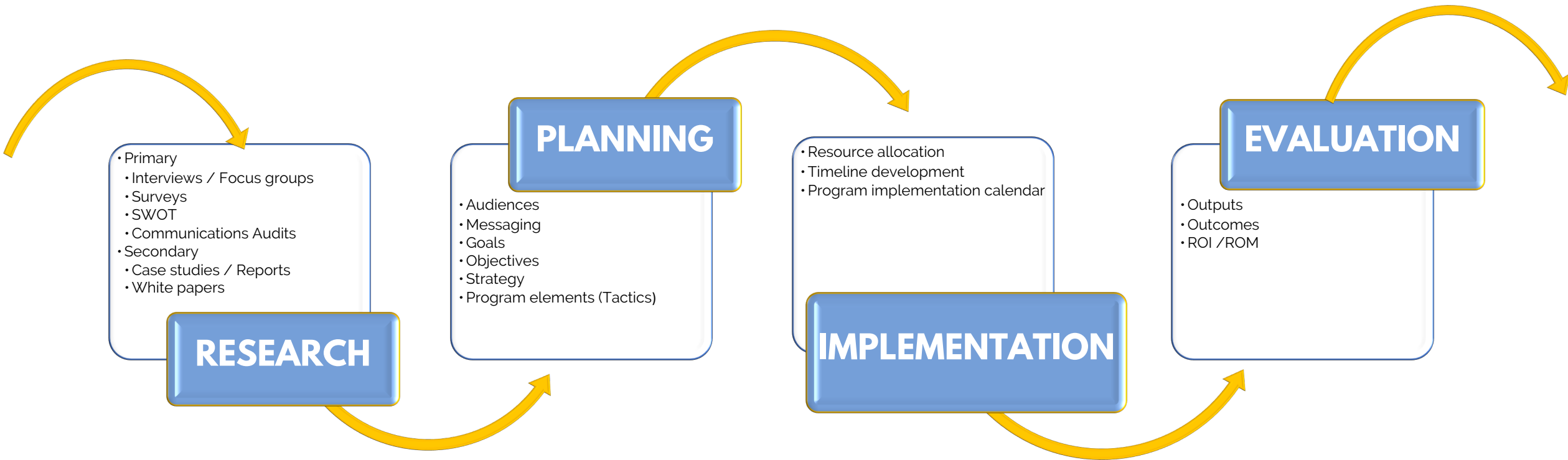
# STRATEGIC COMMUNICATIONS

- Tied to business objectives
- Considers “why” as much as “what”
- Focused on long-term success
- Prioritizes and favors communications channels
- Protects resources



# COMMUNICATIONS PLANNING

**FOUR** PHASES



# COMMUNICATIONS CHANNELS

Choose only those you can **engage** with **excellence** based on resources...

