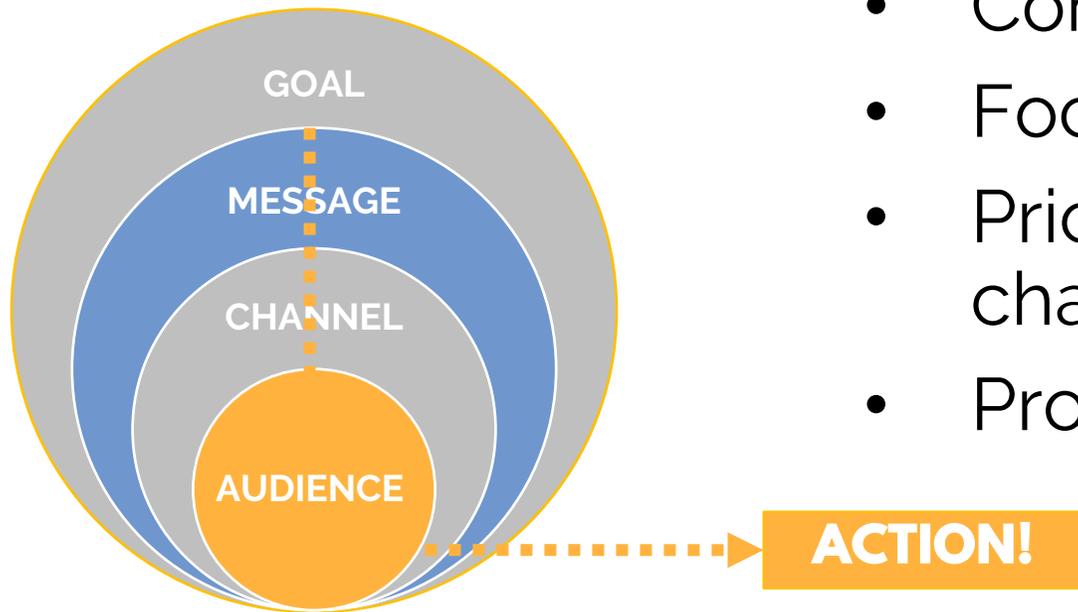


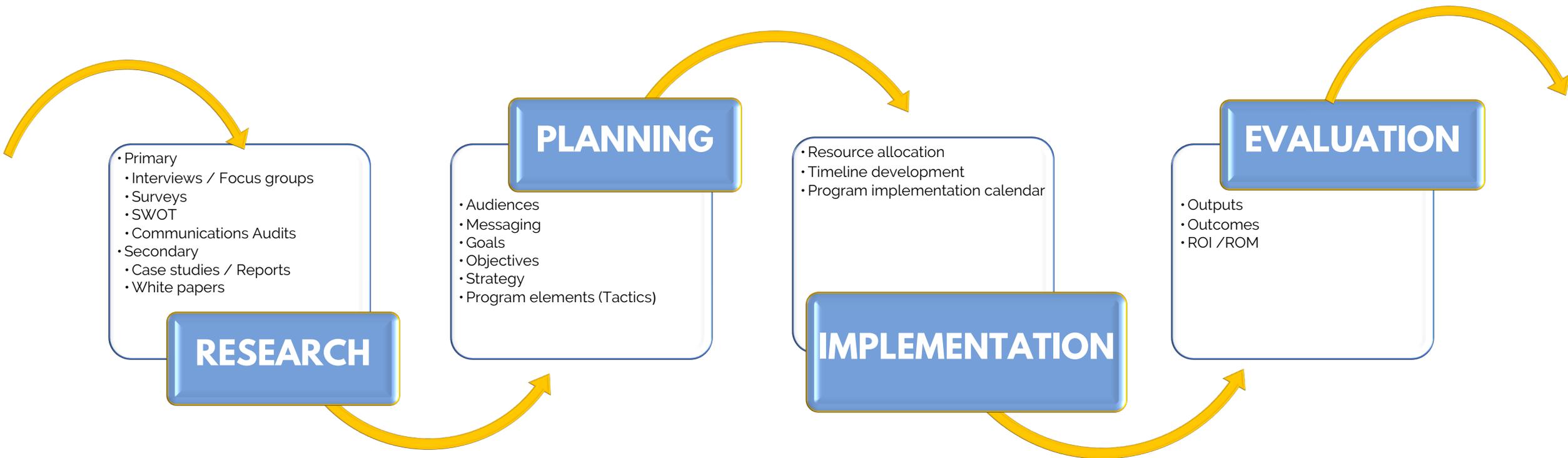
STRATEGIC COMMUNICATIONS

- 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...

