



Strategic Communications:

Your Business's Superpower

Clarity and Focus

Your approach to growth is strategic. Your budgeting is strategic. Your employee development is strategic. *Yet how strategic are you when it comes to communications?*

Strategic communications
— the alignment of communications with business objectives — is your company's superpower. It builds a stronger company, projects clarity and focus, and enhances the competitive advantage required in a crowded, noisy world. That's powerful.



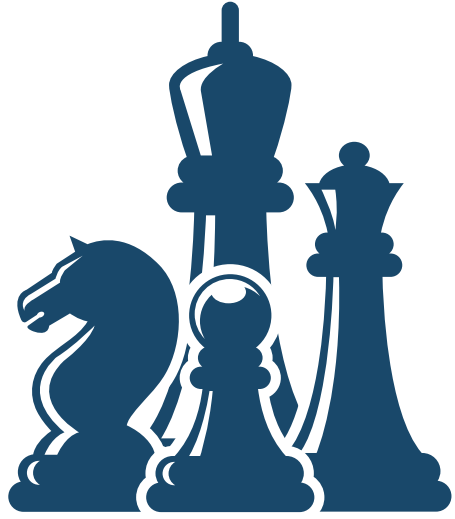
**"Every savvy CEO
understands the power
of strategic thinking.
A strategic approach to
communications
is no exception."**

Cindy Miller, CEO of Cindy Miller Communications





**Here's a checklist for
infusing strategic
communications into
your master plan**



Create a communications strategy

Like every other aspect of your business, your communication needs a strategy in order to effectively support business objectives.

- To reach corporate goals, who must your business communicate with? Those are your target audiences.
- What language both represents your company and will spur action among those audiences? Those are your key messages.

Start with a strong, strategic foundation for communications and you'll have a blueprint to guide the myriad of communication produced by your company.



Produce the right kind of content

Content puts messaging to work. It can persuade, bring an issue to life, reinforce expertise, and much more.

Content is a powerful strategic tool. Yet not just any content will do. Only the right content will convey your key messages in a way that appeals to your target audiences.

For example, a message of “opportunity for Georgians” can come through clearly in everything from social media content to guest editorials.



Prepare your business to communicate in a crisis

The smart CEO knows to be prepared. While you can't predict when a crisis will hit — or the level of devastation to your brand — you can create a plan that will mitigate damage.

Appoint a Crisis Team, identify the most damaging scenarios, and develop a plan and supporting materials that will make a significant difference when minutes count.

You can download our free Crisis Planning Guide here:
www.CindyMillerCommunications.com/crisis-ebook





Prepare your communication ecosystem

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A company's communication is the very definition of ecosystem: "a complex network or interconnected system." The website. Social media. Press releases. Blogs. Marketing materials. Employee newsletters. Talking points.

All these play a role in providing the consistency and coordination required to effectively communicate. Do they all reinforce key messages? Appeal to your target audiences? Tell the same story about your company? Once you identify target audiences and create messaging that reflect your business strategy and priorities, audit your ecosystem.

Get everything updated and aligned. That's putting strategic communications to work.





Create a media plan

Maybe you want media attention, maybe you don't. Regardless, you need to be ready before a reporter is on the phone or a press release is distributed.

- Develop media talking points.
- Train a spokesperson.
- Identify influential members of the media that cover the issues relevant to your industry and priorities. Develop those relationships.

It is never time wasted, and if media comes calling unexpectedly, you'll be glad for the work done in advance.



Strategic communications unites your goals with the means to achieve them. That means knowing what you want and preparing the tools to get there.

We can help. Cindy Miller Communications has more than 10 years of experience helping executive teams craft and implement communication strategies.

Want to know more?

Contact Cindy Miller

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