

Organisational Communications Consultancy

The Business Situation

You need to communicate with your stakeholders, both internally and externally. You see a need for deeper stakeholder, customer, employee and community engagement. For example, you may have major change initiatives that need to be communicated to employees, or you may be facing changes in the marketplace. Your target audiences are diverse. You already have communications initiatives in place, but could benefit from enhancing these.

The Challenge

You may be facing one or more of these challenges:

- Your current processes may not be keeping your target audiences fully informed and up-to-date on the latest critical information.
- Employee engagement is low, or take-up of existing communications tools is falling.
- You have heard about Web 2.0 or social media, but are sceptical about how it may assist your organisation.
- You need to improve your knowledge of a rapidly-changing market, and better understand and engage with your customers.
- Your employees need better access to the information and expertise required to carry out their responsibilities.
- You need improved community understanding of your organisation and strategies.

Where AcKnowledge Consulting can help

We can assist your organisation to develop an enhanced communication program. This program will strengthen your organisation's ability to engage with your stakeholders, both internally and externally. It will optimise efficiencies, increase take-up, and improve customer satisfaction.

Specific elements of a consultancy engagement may include:

- Reviewing your existing communications program, and recommending improvements and alternatives.
- Presenting to key staff on alternative communications technologies, tools and media, focussing on areas of application to your environment.
- Facilitating the development of an enhanced communication strategy to meet the specific needs and characteristics of your target audiences.
- Developing and providing advice on a coherent communications program, including multi-media communication tools, Web 2.0 and social media techniques.
- Overseeing the roll-out of new communications tools and media.

Why AcKnowledge Consulting?

This service is based on more than eight years of experience in this field, and a deep understanding of the needs and requirements of organisational communications. The unique value offered is a capability to bring together a wide range of communications tools and media, including social media, and develop a coherent strategy for meeting the needs of both the organisation and the relevant target audiences.

We have experience in offering services including consultancy, strategy development, advice, change management, facilitation, public speaking and project delivery in a wide range of related fields.

For more information, please refer to: <http://acknowledgeconsulting.com/blog/about/>.

"It was highly productive to have Keith De La Rue engage with our team to summarise the latest trends and explore potential communication opportunities and pitfalls. ...Keith hit the ground running with a well focused presentation and led relevant discussion. It was a great way to stimulate creative thinking around problems and solutions - and what's more, it was good fun."

Group Manager, Corporate Communications, Ergon Energy