



#### If everybody does it, what do we do?

- Focus Communications to achieve everything required for organisational success
  - Values
  - Vision
  - Stories
  - Leadership
  - Relationships
  - Reputation
  - Communications Philosophy

# Characteristics of excellent communications departments

- Contribute significantly to the way business relates to internal and external publics
- Interpret the current and future social and political environment for strategic commercial planning
- Encourage the integration of responsibility for dealing with social and political matters with other management aspects
  - Mark Rayner, Chair of National Australia Bank, Mayne Nickless & Pasminco



So here's some assistance you can provide them!

### Know your values, vision & story

- Organisations are made up of people with values of their own
- Values, visions and stories are about the people as well as the organisation
- Define your values, vision and story clearly they will create themes for all communications and ensure consistency
- Work with the board, CEO and senior leadership team to define them
- The best communicators will help you define, refine and simplify your values, vision and story to make them meaningful and real

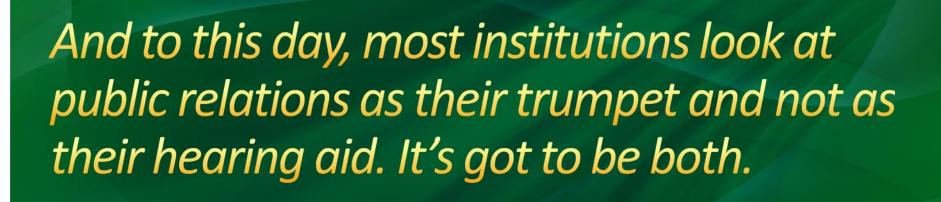
# Communication is central to leadership

- Organisations succeed when they lead their stakeholders, including their customers
- The key focus of communications should be leadership

   sales, marketing, HR, CSR and media should all be supported by communications, but should not be the drivers of communications

## Know communications work in the long term

- You have been using communications all your life you know it works
- Communication is most effective long term which is why you network, attend meetings, lead teams etc
- Trust if you have the values, vision and story right, your communications will be effective in the long term



Peter Drucker (As quoted by Seitel 2004)



# We were searching for employees, but people turned up instead

Anita Roddick, Founder of the Body Shop, Business as Unusual 2000

### Relationships

- Professional
  - Our working lives
- Personal
  - Family and friends
- Community
  - Schools, sports, arts, neighbourhood, clubs, interests

## Create & apply a communications philosophy

- Philosophies help guide us over our long journeys, in our lives, they also work for organisations
- Organisations, corporations and companies exist because our communities have philosophies that allow them to exist – freedom of association for example
- Base your philosophy on community and Board expectations, and your own expectations

#### Strategy

- "A strategy is a plan that integrates major goals, policies and action sequences into a cohesive whole in support of the organisation's mission" (Harrison 2003)
- Elements
  - Big Picture
  - Leads the organisation
  - Integrates values, vision, mission, major policies
  - Creative
- PR/Communications deals with relationship activities



- Strategies are used to plan for the future to achieve specific outcomes
- Leadership creates the vision for the future strategy helps to achieve that vision



- Remember Characteristics of Excellent Communications Departments
  - "Interpret the current and future social and political environment for strategic commercial planning"



And as we walk, we must make the pledge that we shall march ahead ... I say to you today, my friends, that in spite of the difficulties and frustrations of the moment, I still have a dream.

The Rev Dr Martin Luther King Jr, 28 August 1963 Lincoln Memorial, Washington DC