



# CMAssociates

## **Communications**

Communication is the “glue” which holds all aspects of an organisation together. Whether it is to keep communities, customers, investors, Government agencies and its people informed or to address a particular issue, delivering the right message to the right audience through the most efficient and effective mechanism is crucial. Of course communication is, or should be, a genuine two way process and there must be effective consultation and feedback mechanisms in place. This is particularly vital in periods of rapid change.

A real critical success factor for all organisations, communication has to be clearly thought through, support the aims of the organisation, actively planned and ethically managed.

CMA has extensive experience in communications and can **deliver sustainable results** in both creation of a communication strategy and implementation of its associated actions.

- Brand development
  - An organisation’s brand, being its reputation and external face, should be clear on what it stands for and what it promises to deliver - **its brand values**
  - Messages need to be geared to the different requirements of its communities of interest e.g. customers, employees, investors, council tax payers, suppliers etc.
  - If selling/delivering a product or service through a partnership different forms of branding can be used :joint, associative, primary/secondary etc
  - However, the organisation’s brand values must be consistent
  - Brand is also important in attracting and retaining employees
  - The “Employee Brand” is the internal face of the organisation and again should be clear on what it stands for and what it promises to deliver - **its employee brand values**
  - Developed and managed through the performance management system



# CM Associates

- Market communications, including Public Relations (PR), Public Affairs (PA)
  - Must be consistent with the organisation's brand values, strategy and objectives
  - Must efficiently and effectively deliver the appropriate messages to the right audience at the right time through the most appropriate mechanisms
  - Has to have effective feedback mechanisms to inform the organisation
  - The full mix of communications methods should be used, including the ethical use of Public Relations ( PR ) and Public Affairs ( PA ) for wider a influence on specific issues
  - All aspects of communication should be co-ordinated – media, letters, web sites etc
  - Developed and managed through the performance management system
  
- Internal communications
  - Must be consistent with the organisation's employee brand values, strategy and objectives
  - A significant factor in creating the right culture
  - Must have effective feedback mechanisms to inform the organisation
  - Particular in times of rapid change
  - Consistency, openness and honesty are key elements in an internal communications strategy
  - Implementation of the strategy needs to be planned and ethically managed
  - Developed and managed through the performance management system

For further information please contact us at [enquires@cmassociates.co.uk](mailto:enquires@cmassociates.co.uk) or by phone on +44(0)7766 052251.