

Communications ROI: Mastering the Compelling Corporate Narrative

• Introduction

- What is your “corporate narrative”? When & how was it decided upon?
- Do you even need a corporate narrative to be successful?
- Does that narrative need to be 100% honest?
- How do you think your narrative is viewed by your team? The public?

• The Message & the Mission

- What is your message, & what is your mission behind it?
- Aligning your Corporate message with your Organizational mission.
- Do the two need to be completely in synch? Why or why not?
- Start at the core with your values and craft messages from there.
- What is a “mission-driven narrative” and can you be true to it?
- How the public and the media see your message & mission.

• Let's Tell Some Stories

- Tell me a story about you and your company that reveals who you are.
- Craft a story that reveals the connection between your brand & loyalty.
- How does one tell a truly compelling corporate narrative?
- Do all stories need to be 100% true?
- What stories on other companies stand out to you?

• Adapting your message for diverse audiences

- What's the strategy for tailoring a corporate narrative to diverse stakeholders?
- What is “cultural sensitivity” and how should it fit your narrative?
- Is it possible to craft a message that speaks to every cultural niche?
- Is it important to have a different message for every platform?
- Let's craft your narrative to the varying social media.

• How effective are you at messaging?

- Let's evaluate your messaging and its impact? Need tuning up and how?
- Do you value steam feedback? Consumer feedback? Do you really need it?
- How to you stay relevant in a fast changing world & economy?
- Are you an effective messenger?

• Summation and Q&A.