

Defining a Global Communications Strategy

Acquis assists a multi-national organization in developing a unified communications and messaging strategy

Challenge

The client was struggling with inconsistent communication strategies within their R&D/Manufacturing business units, and ineffective dialogue across their customer base. Issues stemming from the inconsistent communication strategies included:

- Inability to provide a unified message of services and value
- Unproductive annual and project-based budget negotiations
- Disparate messages at each local site, which led to significant variations in knowledge and understanding about the organization's services and value across its customer base

The client partnered with Acquis to provide a vision and approach for drastically redesigning and ultimately aligning its communication strategy.

Collaborative Approach

Acquis created a project team comprised of representatives from each of the global business units. Key elements of the approach included:

- Identifying current communications gaps or "pain points" within the organization and across its customer base
- Creating targeted messages to address communication gaps
- Developing of a set of standardized tools and templates to deliver communication messages and to manage communications more effectively on an ongoing basis

The team developed a comprehensive communications strategy, which included:

- An approach for communicating with customers to sell the value of their organization and confirm their customers' needs
- Supporting documents articulating the group's value proposition, and a team structure for continued review and refinement of the strategy.

Drive Change

Tangible results from the new communications strategy included:

- Greater awareness of the organization's value proposition
- A cohesive communications strategy that aligned a global organization and created "one face" to the customer
- A set of standard communications tools (reference guide, FAQ document, case studies, performance surveys) to align organization's value message
- A communications team structure that fostered ongoing collaboration across regional business units

About Acquis

Acquis is a consulting firm specializing in strategy and implementation. We help ambitious organizations solve business challenges that enable sustainable growth and healthy efficiency. We do this by not just designing strategies but also putting them to work.

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