



Where Do I Start?: Communications Strategy

Preparation: Start with the Why

Before you begin the process, you need to be very clear on why you want to prepare a communications strategy and what you want to achieve by implementing it.

Your answer must be more than “because we are strategic.” That is not an answer.

Possible answers could be one or more of the following:

- We want to have more efficient communications
- We want to be able to better reach our stakeholders
- We want to have more globally aligned communications
- We want to better use our communications resources, channels or content
- We want to have better alignment with our business strategy

If you don't have this question answered and aligned with your key stakeholders (in particular the CEO, or the Chairman, if you are the CEO) don't even start.

Step 1: SWOT Analysis

Once you are clear on why you want to prepare the communications strategy and what you want to achieve, the first step is to analyze your current situation.

Be as open and honest as you can. Pretending there aren't problems when there are, or avoiding difficult (even extremely uncomfortable topics) won't help.

- **Strengths:** What are the strengths of the current communications approach and the communications team?
- **Weaknesses:** Where are weak points at the moment, either in team setup, corporate topics or other issues that may make it difficult to be successful?
- **Opportunities:** What are the opportunities that could be achieved with a different setup or approach?
- **Threats:** What topics or issues threaten the achievement of the communication goals?

If you want to learn about how I can help you prepare your communications strategy, let's have a conversation.

Contact me at [Erik S. Meyers Consulting](#)