



SMART
Communications
Strategically aligning communications for
optimal performance

The importance of strategically aligning communications for optimal performance

Poor communications lead to missed opportunities and wasted resources, resulting in lower standards of service and less value for money. Bad decisions are often made, based on scanty information: incomplete consultations, out-of-date facts and figures, a lack of transparency.

Service users and customers are obvious casualties, but also staff members and other important stakeholders are missing out on the chance to really benefit from the delivery of joined-up quality services that make a difference to people's lives.

It is not enough just to have strategy and policy documents. Everybody in the organisation must understand the pivotal importance of communications in their engagement with service users, staff, partners, and key stakeholders and see that they need to *continuously* develop coherent corporate communications.

Contact the SMART Communications People

Our consultants have extensive experience in helping councils and RSLs with their communications strategy. We work with organisations to strategically align their communication plans and ensure routes of communication are clear and unimpeded so that efficient, money-saving, joined up services result.

An *intelligence led* communications strategy:

- motivates your staff, partners, providers and purchasers
- raises service standards
- increases productivity and value for money
- reduces bureaucracy through leaner and more effective processes
- increases service user/customer satisfaction/benefit
- facilitates the engagement and commitment of relevant stakeholders
- helps win 'hearts and minds' through change and transition
- builds a learning and good practice organisation.

Did you know that of the millions of bits of data that bombard your senses every second, your conscious mind can only handle between 5 and 9 pieces at any one time. So, most of the information gets filtered out!





“Tell me and I’ll forget.
Show me and I’ll
remember. Involve me
and I’ll understand.”

Confucius

Our Approach

We will work *with* you not *at* you to make strategy happen. Through our knowledge and experience of providing consultancy to the public, private and third sectors, The Consultancy Company has developed a holistic and successful approach to making communications work more effectively.

We work closely with you on these key aspects:

- assessing your communication needs and issues, to provide an “MOT” against performance benchmarks, and identify gaps and development areas.
- using our specialist knowledge and experience to build your communications strategy, and through an experiential process, we model structures and methods by direct engagement with stakeholders. This provides direct and early feedback – far more meaningful than just theory.
- supporting you in selecting the appropriate methodology to align your communication methods to your business objectives, thus adding tangible and added value.
- to facilitate, support or directly manage the implementation phases and monitor progress and track necessary adjustments.
- ensuring you are fully enabled to integrate and embed improvements and learning into your systems on a sustainable basis.

The Benefits

Our approach gives you clear benefits:

- improving business performance through clear, concise, consistent communication - getting it right first time every time
- improving service user satisfaction by delivering a more responsive and seamless service
- improving staff satisfaction by equipping them with the appropriate tools
- enhancing multi-agency partnerships
- ensuring compliance with legal requirements
- adding value by skills transference and embedding organisational learning.



“The greatest problem in communication is the illusion that it has been accomplished.”

George Bernard Shaw

The Consultancy Company

The Consultancy Company provides highly focused management consultancy services to clients in the public, private and third sectors. We work with clients to improve their performance across a comprehensive range of strategic management issues, from efficiencies to engagement through to implementing transformational change.

We specialise in working with organisations which are involved in the delivery of services for the public, including central government policy functions, regulatory standards authorities and service delivery organisations.

Our core competence is in helping our client organisations translate and implement policy requirements into pragmatic and realistic communications programmes particularly around the modernisation and reform agenda.

Our approach is facilitative; we combine specific inputs on skills development from our communications experts with the exploration of individual behaviours and group dynamics. Techniques include experiential learning coaching and feedback sessions and ways which support skills practice and engage creatively with participants through the use of accelerated learning techniques. Our experience confirms that variety in delivery methods is more effective in engaging participants, reinforcing learning and developing personal responsibility.

The Consultancy Company will help you identify opportunities within your organisation – whether it is a simple shift of emphasis or a more radical step change requiring a fundamentally different approach.

CAN WE HELP YOU WITH *YOUR* COMMUNICATION CHALLENGES?

Please call us on 01865 841177 for an initial meeting.

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