

Communications Clarity Check



Pinch yourself.

The growth you've always dreamed about for your business or nonprofit is happening.

Right now.

This is a new era of success that will require everyone to level up.

It's time to take a **fresh, strategic approach to communications** that keeps employees motivated and your customers inspired.



As a Fractional Chief Communications Officer, I offer strategic support to organizations that need high-level expertise but can't afford (yet!) the premium salary that comes with it. They've got communications staff doing great work, but who are so often "in the thick of the trees" that they simply don't have time to step out and consider the forest.

Jennifer R. Hudson
Founder & President, ThinkBeyond Public Relations

Not sure you're ready for a full-time Fractional CCO?

I've got you.

With a Communications Clarity Check, I'll examine your organization's current communications from the inside out with a thorough audit to uncover gaps and highlight opportunities you never knew existed (or can no longer sweep under the rug).

THE RESULT?

The ability to direct time and budget at the ideal moment to the audiences, channels and communications activities that strategically support the business as you scale.



Your Communications Clarity Check includes the following:

- A **three C's analysis and assessment** of company, customer and competitor communications
- **Staff interviews** to understand how they perceive the brand and the opportunities they believe exist to communicate more effectively internally and externally
- A fresh pair of eyes on available employee, customer or other **key stakeholder surveys** to identify recurring themes and gauge brand perception
- An analysis of **company, departmental and board communications** to determine consistency and alignment of messaging
- An assessment of all primary channels of communication and available data reports (e.g., websites, social media platforms, email marketing, media coverage, bylined articles, blogs, speeches) **for message consistency, recurring themes, topics of high engagement, spokesperson effectiveness** and more
- A review of **competitor/industry communications** (e.g., websites, social media platforms, media coverage, blogs) to uncover blind spots and identify opportunities for greater differentiation

What you'll get:

- A Communications Clarity Check **report customized for your business**
- Insight on where your current communications strategy and activities are strong and any **potential areas for improvement**
- Recommendations for **growing, changing or minimizing what you communicate**, how to do so more effectively and why
- Recommendations on the **ideal channels to engage** with specific target audiences and why
- **Suggested messaging** that will resonate most powerfully with the people critical to your success
- Insight on the timing of communications – **what needs to happen when and why**
- Recommendations on **managing roles and responsibilities** to ensure your team has the resources to lead with excellence

Let's discuss how a Communications *Clarity Check* opens the door for you and your team to level up as your business scales - *right now!*

[Click here to schedule a call with Jennifer](#)