

Corporate Communications | Executive Communications Model



Situation

Our client, a leading global technology company, had deeply invested in executive and internal communications because it genuinely valued the service these disciplines provide, and the role they play in articulating the company’s business priorities and culture. However, the company was spending well above industry benchmark in this area and its stakeholders were overwhelmed with the volume and cadence of communication coming from the business. The company needed to find more meaningful ways to align its messaging and deliver communication services to its stakeholders.

Solution

SolomonEdwards undertook an assessment of the client’s business priorities, challenges and needs, and designed a customized solution based on experience, best practices and processes. This solution addressed critical company concerns, including communications and messaging alignment issues, expenditure, compliance and co-employment risks, and overall complex operating model challenges. SolomonEdwards was chosen as a thought leadership partner to design, implement and execute on a solution. SolomonEdwards provided a Managed Service solution and partnership focused on ensuring all company

communications clearly reflected shifts in business direction, expectations and a “go forward” mentality.

We did this by partnering with the client to capture intent, voice, tone and purpose for all key communications, including presentations, internal meetings, blogs, and all employee and leadership communications. We deployed an operating model that enabled the business to leverage communications expertise in a flexible scalable way, while delivering aligned messaging at a broader corporate level. Satisfaction ratings show that we exceeded client expectations and delivered against performance SLAs with a cost effective, productive, adaptable and scalable Managed Services approach.

Results

- Specific client benefits included:
- Creation of a tiered support model that included 1:1, 1:many, and self-service support options.
 - Savings of \$50M.
 - Delivery of new service offerings across the business.
 - Development of a communications community.
 - Implementation of new policies and guidelines.


INDUSTRY:
Technology


DEPLOYMENT:
Managed Service Team

SERVICES:

Business Transformation
Thought Leadership
Strategic Communications
Stakeholder Engagement
Executive Communications
Change Leadership
Organizational Effectiveness