

As Director, do you feel that
the media and the lack of
internal communications
is manipulating your
business?

"I'm reading a lot
of bad things about
your company. Are
they true"!

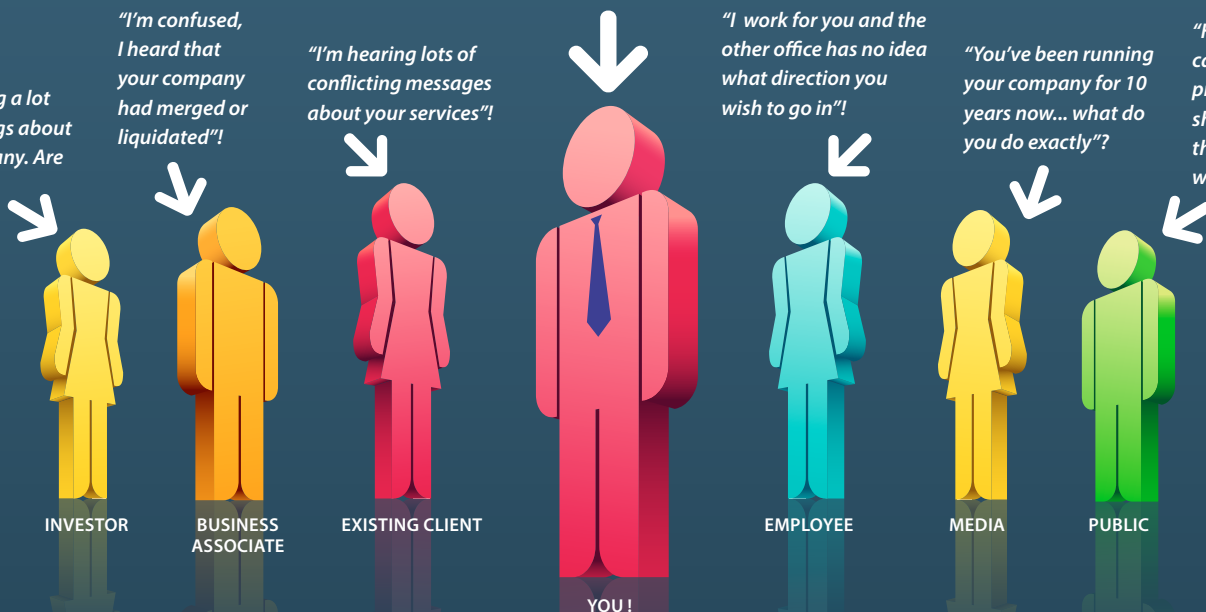
"I'm confused,
I heard that
your company
had merged or
liquidated"!

"I'm hearing lots of
conflicting messages
about your services"!

"I work for you and the
other office has no idea
what direction you
wish to go in"!

"You've been running
your company for 10
years now... what do
you do exactly"?

"How come I
can buy your
products in the
shop cheaper
than from your
website"?



COMMUNICATIONS

One of the biggest reasons companies and leaders do not achieve their full potential is the inability to communicate regularly to their customers, the market place and, crucially, their own people.

- Do you write to your key customers every month?
- Does your industry hear from you regularly?
- Is every person in your organisation able to quote your vision?



We have been very successful in creating simple yet highly effective communication strategies for companies ranging from e-newsletters, hard-hitting press articles, multi media DVD's, outbound email campaigns, internal processes and traditional mail.

It really does make a difference; it really is good to talk.



Innovative Strategic Thinking

