

Communications Planning and Implementation

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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Organizations and the environments in which they operate continue to rapidly evolve. Such significant change and transformation requires proactive communications planning and implementation to ensure the engagement of key stakeholders at the right time, in the right manner, and with the right responsiveness to achieve business objectives.



Booz Allen can help you be ready for what's next

Booz Allen Hamilton, a leading strategy and technology consulting firm, can create strategic, targeted, and measurable communications plans that will allow you to gain support, plan for potential issues or risks, and gather valuable feedback from those affected by change. Booz Allen has performed numerous and varied client engagements in strategic communications, change communications, crisis communications, and stakeholder outreach. Our highly skilled consultants bring a wealth of expertise in developing and implementing strategic and tactical communications plans.

Booz Allen's value-based approach to communications planning

We can help your organization establish a comprehensive communications plan that effectively reaches each target audience through a variety of communication tools and tactics. Our approach includes the following steps:

- Identify and prioritize internal and external stakeholders
- Assess current communication practices
- Benchmark communication practices of comparable organizations and identify best practices
- Define and clarify strategic goals and objectives for communicating
- Develop key themes and messages that resonate with each stakeholder group
- Recommend communications channels, mediums, and vehicles to deliver tailored messages
- Establish the frequency and timing of message delivery
- Identify and prepare change champions
- Implement the communications plan
- Evaluate the effectiveness of communications activities (messaging, channels, timing)
- Revise and retool the communications plan based on feedback

Ready for what's next. www.boozallen.com

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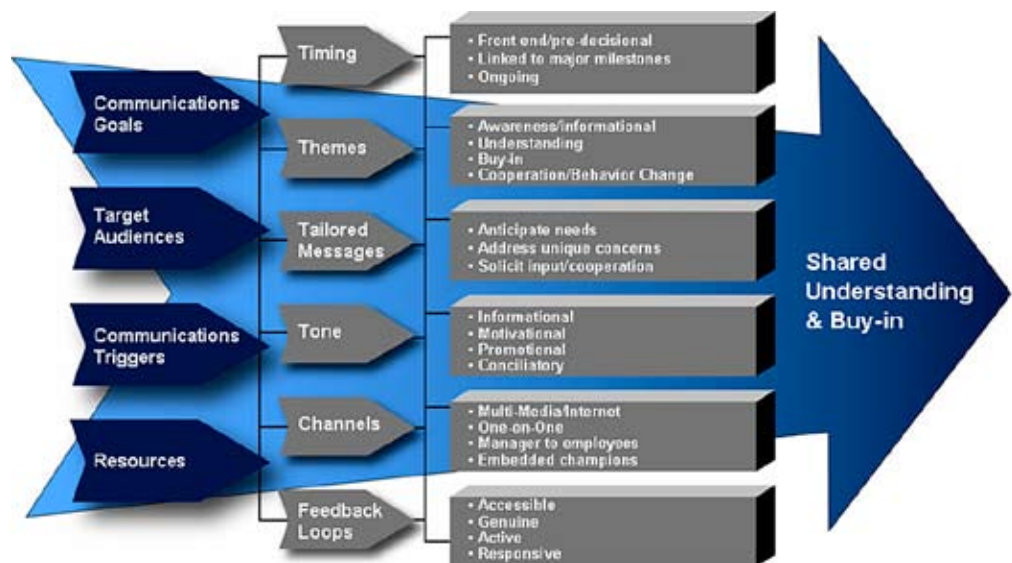
delivering results that endure

Booz Allen follows a value-based approach to organizational communications. Our approach integrates best practices that we have identified and adopted in conducting hundreds of communications engagements for federal, state, and local clients undergoing similar change initiatives. All forthcoming communications activities should support a cyclical, phased communications approach:

We help organizations develop and implement communications strategies designed to engage, influence, and inspire both internal and external stakeholders.

- **Analysis:** Identify internal and external stakeholders, identify communications vehicles and channels, and determine communication goals and objectives in support of the program's mission/vision
- **Design:** Prepare communications themes; develop key messages; and determine the frequency, timing, and methods for delivering messages to stakeholders
- **Development:** Recommend initiatives and communications tools, tactics, products, and vehicles to support organizational messages
- **Implementation plan:** Outline timeframe, milestones, and approach for engaging communicators (formal and informal) to execute communications strategy
- **Evaluation:** Design feedback mechanisms or tools/products to evaluate the effectiveness of communications, document and track key activities in a project plan, and participate in program-level reviews to document feedback and concerns
- **Ongoing support:** Assist communications plan updates based on evaluation

Our value-based approach to strategic communications focuses planning efforts to ensure message consistency and coordinated outreach tactics. The figure below illustrates the communication planning elements needed to establish a comprehensive communications campaign.



Booz Allen's experience and expertise

Previous and current clients include Internal Revenue Service (IRS), Department of Homeland Security (DHS), Defense Integrated Military Human Resources System (DIMHRS) Joint Program Management Office (JPMO), and other well-known organizations.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.