

Leadership Messaging

All leaders communicate. However, whether the communicator's message or delivery is helpful or detrimental depends on substance, credibility, and acceptance.

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

Booz Allen Hamilton, a leading strategy and technology consulting firm, helps leaders develop and channel their messages, as well as their stage presence, to ensure they achieve strategic outcomes. By combining experience with expertise, Booz Allen's leadership messaging professionals enable clients to develop and deliver timely, consistent messaging and prepare their internal managers to advance organizational initiatives. Booz Allen's leadership messaging professionals understand how to plan, execute, and measure effective leadership messaging for clients.

Our leadership messaging services

We work with leaders through a process of leadership preparation, messaging analysis, and plan development and implementation to increase the message's maximum reach. This approach goes far beyond a list of speaking engagements and themes. It is designed to determine organizational strategic objectives, address key stakeholders appropriately, unify the entire leadership team behind common messages, and promote acceptance through factual information provided at the optimum time.

- **Leadership preparation:** Recognizing that any leader can quickly become a lightning rod, Booz Allen seeks to engage the client organization's entire leadership team and recommend the right spokesperson for each audience. We help leaders matrix their messaging to stakeholders and speakers while preparing and equipping internal managers to effectively advance the acceptance and support of organizational initiatives. In addition, we work with leaders to prepare for media and other engagements. In doing so, we seek to keep key leaders above the fray, where they can be most influential and effective. Whether working with new leadership, leadership under fire, or leadership on the brink of change, we provide tools to lay the groundwork to achieve results that endure.
- **Leadership messaging analysis:** Booz Allen works directly with organizations to develop leadership messages. We build on stakeholder analysis, which provides essential information about stakeholder needs, interests, and concerns, and we take into account organizational history, operating environment, and culture. We also leverage established communications from leadership, such as an organization's mission, vision, and goals. The resulting key messages are clear, compelling, and tailored to a specific stakeholder group.
- **Leadership reach:** Every communication need is unique and requires a tailored approach to get the message out. Booz Allen works with leaders to find the best communications tools, methods, and channels available to ensure the message has the greatest reach and impact. We develop an integrated implementation plan and use established strategic leadership messages to develop communication products that resonate with a specific audience, reinforce organizational priorities, and convey specific information.

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

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delivering results that endure

Experience and expertise

For the Internal Revenue Service (IRS), Booz Allen developed an 8-hour stakeholder relationship management (SRM) training class and used a train-the-trainer approach to educate more than 60 IRS trainers in how to teach local and regional relationship managers in their duties. We also created SRM local councils and “kickoff” kits to facilitate cooperation and internal partnerships among local and regional relationship managers and to guide successful networking and partnering efforts. Other Booz Allen leadership messaging clients include the National Geospatial-Intelligence Agency, US Army, National Aeronautics and Space Administration, Department of Defense, and Department of Homeland Security.

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