

Strategic Communications

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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Strategic communications is the proactive, targeted development and delivery of key messages and the engagement of key stakeholders at the right time, in the right manner, with the right responsiveness to achieve business objectives. Strategic communications is necessary when:

- An organization wants to proactively prepare for radical change
- There is strong resistance to organizational change efforts
- Employees need to deliver a more consistent or improved customer experience
- Employees are being asked to do their jobs differently or use new technologies and systems
- Employee morale or satisfaction needs improvement
- Information does not flow quickly or accurately enough through the organization
- An organization wants to know the factors driving employee engagement and overall reputation
- Media, analysts, or pundits aren't telling a story the organization would prefer
- Stakeholders and customers cannot identify the value of an organization or its products/services because the organization is not well branded
- No annual communications plan or crisis communication plan is in place

Booz Allen's award-winning functional experts can help you be ready for what's next

At Booz Allen Hamilton, a leading strategy and technology consulting firm, our large number of communications functional experts and domain/industry experts results in more targeted strategic communications solutions for our clients—demonstrated by the firm's continual industry recognition and multiple awards. Our communications professionals focus on continued functional enrichment by sharing best practices, leveraging the latest technology tools, emphasizing functional mentoring, and benchmarking industry trends.

Our services and approach

Booz Allen offers services in the following communications sectors:

Communications strategy

- **Communications planning and implementation:** Communications planning and implementation is the development and implementation of a carefully planned organizational communications strategy designed to engage, influence, and inspire both internal and external stakeholders. Key activities include targeted stakeholder analysis, baseline communication analysis to identify "as is" vs. "to be," key message development, identification and preparation of champions and spokespersons, development of a communications plan rollout, and identification of feedback loops and an evaluation strategy.
- **Branding and organizational identity:** Branding and organizational identity enables organizations to build and manage brand identity to powerfully communicate their key messages and establish and protect their organizational reputation. Key activities include identity visioning, brand development, brand guidance, and visual communications.
- **Public relations and media relations:** Public relations and media relations serve to leverage both external stakeholders and the media to help organizations advance their communications goals. Key activities include public relations strategies, advertising, public affairs, media relations strategies, media monitoring, spokesperson training, and evaluation.

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delivering results that endure

- **Measurement:** Communications measurement seeks to understand and demonstrate the value of a communications strategy in achieving organizational goals and objectives. Key activities include analysis of communications tactics, tools, and techniques through audits, surveys, focus groups, and interviews; qualitative and quantitative analysis of stakeholder/public opinion; return on investment (ROI) analysis; measures of success analysis; and evaluation strategies.

Change communications

Change communications involves development and implementation of change management strategies that build ownership for organizational or technology-driven change and transformation through a suite of activities targeted at moving stakeholders from a state of uncertainty to ownership and action. Key activities include change readiness assessments, change communications strategies, and facilitation and coaching for change leaders and change agents.

Stakeholder engagement

- **Stakeholder relationship management:** Stakeholder relationship management helps organizations understand stakeholders' needs and concerns and develop approaches to proactively inform, involve, and inspire stakeholders to build ownership. Key activities include stakeholder analysis, audience segmentation, partnering strategies, and partner-to-partner facilitation.
- **Outreach:** Outreach enables organizations to reach a broad set of targeted stakeholders through both grassroots efforts and cutting-edge virtual collaboration channels. Key activities include public outreach and grassroots engagement, advisory board design and management, and contact management technology implementation.
- **Leadership messaging:** Leadership messaging helps organizational leaders develop and deliver consistent key messages to stakeholders. Key activities include relationship manager training and toolkits and partnership training.
- **Employee engagement:** Employee engagement enables organizations to strengthen management and employee relationships through proactive ownership building with employee stakeholders. Key activities include collaborative tools, two-way communications mechanisms, and employee involvement strategies.

Crisis communications

Crisis communications is the process organizations use to proactively engage key stakeholders to plan, manage, and respond to risks and nontraditional events that have the potential to become major incidents. Key activities include vulnerability audits, visioning and crisis prevention, crisis management and communication planning, crisis management exercises, incident management and planning, and spokesperson development.

Communications tools/tactics

- **Creative media services:** Creative media services allow organizations to produce compelling visual communications that powerfully communicate their key messages using interactive design products, computer-based training, video production, modeling and simulation, 2D/3D animation, web design, and print design.
- **Facilitation:** Facilitation enables organizational change and decision making through group process solutions, including organizational climate assessments, session design, leadership coaching, team building, conflict resolution, and focus group moderation.
- **Event management:** Event management supports organizational meeting objectives through event strategy and agenda development, presentation and materials development, facilitation, logistics, and event support.

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