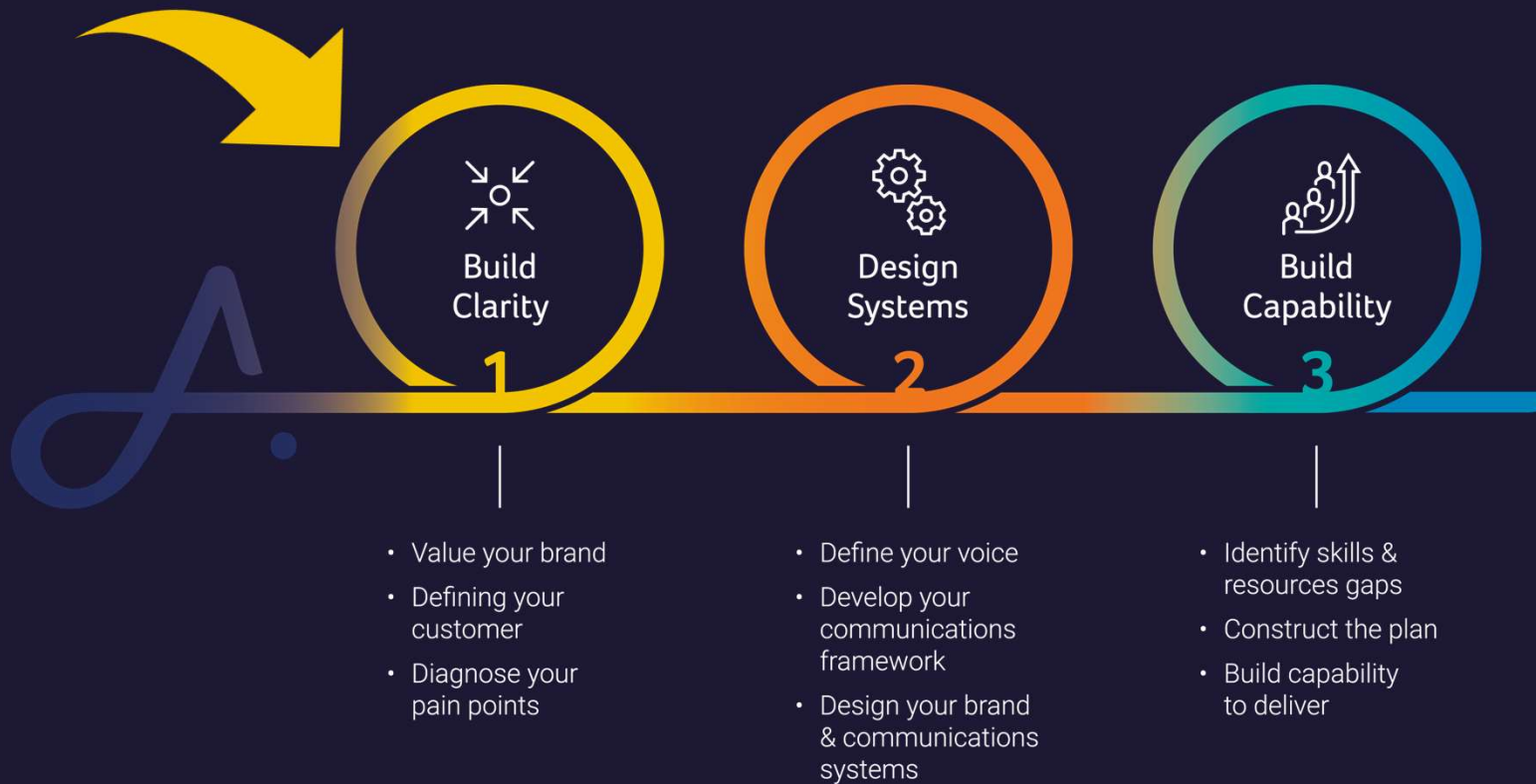


Strategic
communications
roadmap



We are *here*



Building *clarity*



**PLANNING
FRAMEWORK:**
Alignment audit
6-Steps Framework



ALIGNMENT:
Leadership work session



**PLAN, SYSTEM
& CAPABILITY**



MARKET LANDSCAPE:
Competitor brand
perception



SITUATION ANALYSIS:
Audit
Data gathering
Stakeholder insights



IMMERSION:
SME brain dump
Strategic plan review



Affinity

