

> **advance**  
BUSINESS GROWTH

# STAKEHOLDER COMMUNICATIONS

We have helped our customers to change peoples' lives and their communities through strong stakeholder engagement

**Confederation of British Industry 'Doing more with less'** Excerpt: October 2009

“This year has been challenging both for government and for business... Nonetheless, it looks as though the worst of the recession may be behind us... Beyond the recession, the drivers of economic growth will almost certainly be different to the recent past, with consumer and government spending expected to be more constrained. So business investment... will need to make a much greater contribution to economic growth.”

### **Advance Business Growth**

We help you to achieve growth in four key areas:

- Strategy, Brand and Culture
- Work Winning
- Improving Delivery
- Engaging People

### **Doing more from less by being better with less**

Simply doing more is an assumption that businesses can actually achieve more without being better at what they do.

With less opportunity and greater competition, Advance Business Growth prepares your organisation for new market opportunities and challenges.

### **And you get?**

- Clear direction and improved leadership
- Greater certainty from a growing and higher quality pipeline and order book
- Profit growth by reducing waste
- The hearts and minds of your people and your customers

**We have helped our customers to change peoples' lives and their communities through strong stakeholder engagement.**

We help our customers shape the challenges they face in stakeholder communications by connecting and communicating community themes that bring about sustainable, positive change.

**What you get from working with Advance:**

- 1 Identification of key stakeholders and how to engage with them
- 2 We see opportunities in context which enables us to maximise them in a strategic way
- 3 Insight from delivering stakeholder engagement strategies across organisations, major projects as well as communities
- 4 Engagement with stakeholders underpinned by timely communications and clear messages delivered in a planned, strategic manner
- 5 Methods of communication driven by clear strategy and based on local conditions

6 Strong analysis of stakeholder drivers to identify effective approaches to communication

7 A partnership approach to engagement that generates more positive implementation.

**What's your situation?**

How important is insightful stakeholder analysis and evaluation to delivering meaningful change?

How well do your audiences engage with your communications activity?

We want to talk to you to understand your current experience of stakeholder communication and how it relates to brand thinking, strategy and community shaping.

**Talk to Advance**



01



02

**HULL GATEWAY 01**

On being commissioned to produce Hull Gateway's annual report and accounts, we used quotes and testimonials from the community engagement events from the previous year, to show where actions and promises had been delivered.

**KEEPMOAT 02**

Over recent years, we have helped build the Keepmoat brand to support its growing reputation in the community regeneration sector.

We help organisations to deliver their stakeholder communications more effectively. This is not about marketing. This is about making sure your vision, strategy and operational objectives are clearly communicated and fed back in appropriate ways to all your stakeholders – whether they are employees, consumers or communities.

**Our customers tell us some of their problems:**

- 1 When there is no case for planned strategic communication, this leads to:
  - No sense of urgency
  - Management by rumour
  - Declining commitment from employees
  - Reduced trust in the brand externally
- 2 When principles are not agreed at a strategic level, tactical and disconnected communication occurs
- 3 Disconnected messages that are not objective driven, lead to loss of market opportunities
- 4 Communication with no defined objectives and purpose, will lead to stakeholder confusion and lack of buy-in
- 5 An inconsistent approach to communicating brand messages, leads to a loss of belief and trust in your brand

- 6 Organisations can only deliver measurable value to their customers when their communications reinforce their brand and service delivery
- 7 When communication is inconsistent across all areas of delivery, employees and customers fail to gain a positive experience of your organisation or brand.

We are working with our customers to maximise the impact of their communications activity – from consumer research and testing, brand development through to marketing campaigns.



01



02



REVIVE 01

In regenerating an area of Huyton, Liverpool, 3 developers combined to create a fresh and vibrant brand that focussed on connecting the neighbourhood. The brand engaged the stakeholder community through events and communications material, as well as giving the developers the opportunity to brand individually at their own sites.

NEWINGTON ST. ANDREWS 02

Two separate areas in Hull were being brought together under one Housing Market Renewal programme. The brand was to be used to set out future spatial changes needed to achieve the regeneration of the area over a period to 2024.

The stakeholder communication strategy had to engage existing residents, as well as

appeal to new entrants to the area. The brand created lots of opportunities at community events and across communications materials to talk about additional benefits, and adding to the core messages.

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We work with shareholders, directors and operational leaders at an organisational, team and individual level to bring clarity, direction and focussed programmes to develop your stakeholder communications.

**Talk to us about how we can help you to plan and deliver your stakeholder communication strategy.**

**“We have found that their [Advance] technical ability embraces a thorough understanding of our key aims and objectives and is delivered with genuine enthusiasm. They have often been able to react quickly to our demands and are resourceful and disciplined.”**

**Regeneration sector client**