

WHAT WILL INWARD MARKETING® ACHIEVE?

The Inward Marketing® Communication Planning Process will result in:

- Better acceptance and understanding of a company's objectives and strategic goals
- Higher enrollment, motivation and inspiration
- Input measures, output measures and higher return on investment for the communication effort
- Greater communication efficiency and money savings by early and faster adoption of the change initiative
- Money savings by having the initiatives stick, with more lasting effects
- Greater synergy between internal communications and the external marketing communications in such a way that the company speaks in one voice

HOW IS THE INWARD MARKETING® PROCESS EXECUTED?

The Inward Marketing® Process is a proprietary, copyrighted, three-phase nine step approach to change management and communications. Using advanced processes and the best practices most often found in external marketing disciplines, Inward Marketing® speeds the development of high powered, measurable and targeted internal communications. Like all Inward Strategic Consulting disciplines, we center the change management process on building consensus and receiving feedback from target audiences. We utilize a combination of approaches and methodologies to achieve the very best in Inward Communication strategies.

The methodology is divided into three phases:

Cultural Assessment, Change Readiness and Message Development Phase: In this phase our trained consultants review or conduct internal corporate cultural research and data that could have a bearing on what we communicate and how it is to be communicated. Next, the information is used to stimulate ideas that convey the message in the clearest articulation possible.

In the development phase, we often employ the Inward Marketing workshop. This process allows us to gain consensus from the leadership group on:

- Message requirements
- Barriers to communication
- Components of effectiveness

This message is tested and validated for confirmation and improvement before creative execution.

Creative Research, Development and Media Planning Phase: In this phase we bring our creative and strategic disciplines together to uncover the most influential and creative way to communicate the single message to the internal audience. In addition, we maximize the impact of communication vehicles with media placement that is relevant to the entire workforce.

Execution, Accountability and Improvement Phase: Here the execution of the plan begins with a commitment to benchmarking measurements. By benchmarking progress and impact we can make process improvements as necessary and track success. We would be happy to review the entire process in detail with you upon request.

INWARD MARKETING®

Inward Marketing® is a proprietary process for internal corporate/change management communications that provides:

- focused communications strategies
- relevant and tested key messages
- creative impact and delivery
- integrated communication plans
- audience feedback and return on investment measurements

Why is Inward Marketing® needed?

One of the most pressing corporate challenges today is enrolling the organization to embrace the strategies put in place to meet corporate objectives.

When is it needed?

Inward Marketing® is effective when employees need to be aware of what they must do and how to act. These situations may arise specifically during strategic realignment, post-merger integration, crisis situations, and downsizing and layoffs.

What purpose does it serve?

Most corporations pay less attention to effective internal communications development than they should. Internal efforts are often under-valued, under-resourced and under-funded in comparison to the amount of time, talent and money spent on external marketing programs. Employees, like regular consumers, must be communicated with in a fashion that is compelling and entertaining, and that captures their attention and imagination.

www.inwardconsulting.com | 617.558.9770
Boston | Chicago | Orlando | San Francisco |
Bentonville | Minneapolis