

COMMUNICATING FOR ACTIONSM

Aligning Audiences with Business Goals

SERVICES

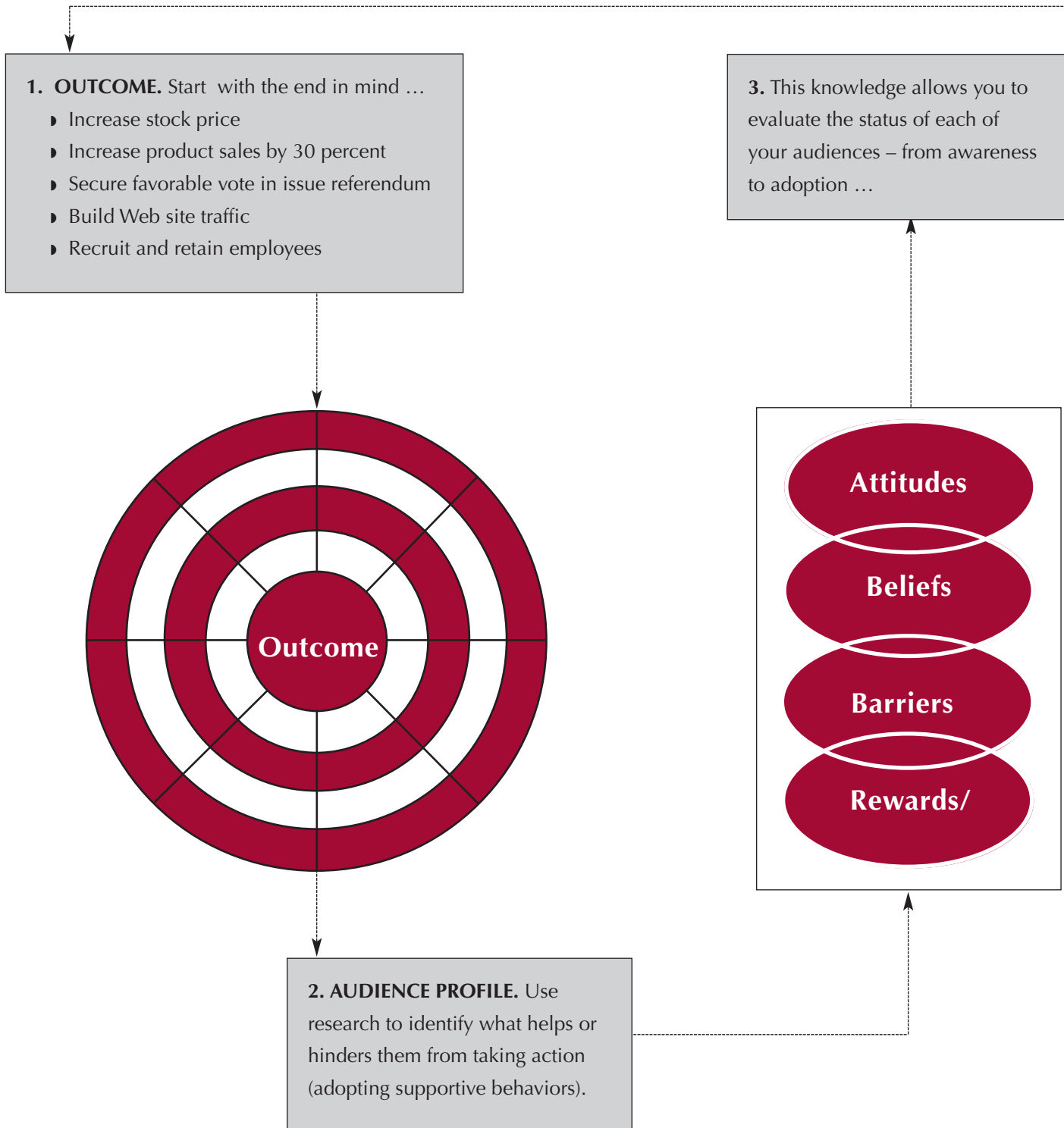
Communicating For Action bridges the gap that commonly exists between building awareness and actually influencing behavior. The methodology:

- Allows for everyone's input — a true collaborative process
- Uncovers significant new ideas and information
- Defines measurable outcomes
- Leads to a clear, concise organizational story
- Makes the communication process easier to define and understand
- Provides a road map for reaching the goal
- Ensures that communication works as a strategic management tool
- Aligns with a company's business goals and allows them to measure success both in corporate communications and within the business

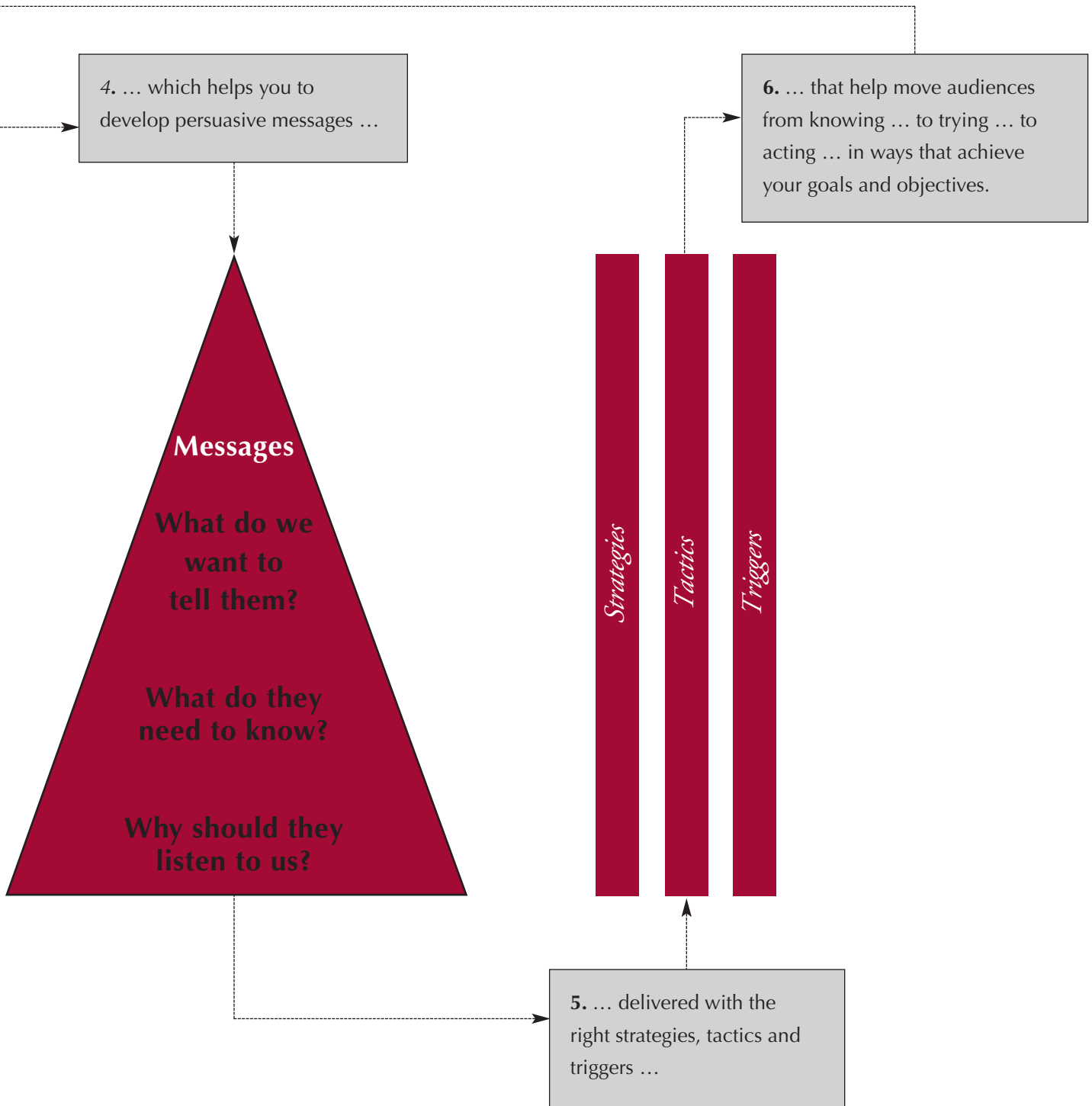
Most organizations understand communication can change attitudes and behavior, yet the prospect of influencing thinking and action can be overwhelming. As a result, many settle for awareness campaigns that only “get the word out” and therefore fall short of supporting business goals.

The *Communicating For Action*SM methodology helps organizations develop comprehensive, outcome-focused strategic communication plans that can address an organization-wide challenge or be scaled to a single issue. *Communicating For Action* identifies and clarifies the complexities that often impede communication planning. How? By focusing on actions that will make your products, programs and campaigns succeed.

COMMUNICATING FOR ACTION:



A DYNAMIC, COHERENT AND TESTED PROCESS



WHO HAS USED IT

McGrath/Power has applied the *Communicating For Action* methodology to simplify and energize communication planning in commercial, not-for-profit, educational and governmental environments with organizations of all sizes:

- ▶ Array Networks
- ▶ Avinti
- ▶ Coyote Point Systems
- ▶ EasyReach
- ▶ GuardianEdge
- ▶ Internet Security Systems
- ▶ IPLocks
- ▶ Lumitrend
- ▶ Ovonic
- ▶ Panasas
- ▶ Panorama
- ▶ SurfControl
- ▶ Tablus
- ▶ TalkPlus
- ▶ The Holland
- ▶ Validian
- ▶ Yosemite Technologies

SELECT AN APPROACH

Communicating For Action is a flexible strategic planning module that can accommodate an organization's specific goals and objectives. McGrath/Power offers two *Communicating For Action* modules, depending on your needs:

The *Project Module* is designed for organizations with a specific outcome in mind — with one to three key target audiences and one or two business objectives. It's the ideal version for new product/service launches, strategic initiatives, critical issues and other project-based challenges.

The *Strategic Planner Module* is for organizations with broad-based goals and objectives and more than three key target audiences. It's used most by organizations that need to plan complete annual communication programs, launch new businesses or identify repositioning strategies.

Both the *Project* and *Strategic Planner Modules* of *Communicating For Action* are delivered in three phases: 1) pre-session planning, data gathering and informal research; 2) facilitated meeting; 3) post-session recommendation report and road map with messages, strategies and tactics. Both offer the option of a detailed Execution Plan.

“Our story is crisp, clean, simple and above all, easy to relate and clearly understood by our target market and the press that writes for them - a far cry from when I first approached McGrath/ Power about working together.. This is due to the C4A process.”

John Stossel

CEO and Founder of EasyReach