

Strategic communication

Communication forms part of a company's business procedure and focuses on the long-term objectives of the company.

Strategic communication is about incorporating business strategies and communication.

Corporate and organisational communication is often targeted the internal organisational structure or external marketing. Therefore, internal and external communication really needs to be combined with the company strategy, and working with communication is required on a strategic level.

By defining and emphasising the communication requirements of a company in relation to the overall business strategy, strategic communication focuses on incorporating the organisation as well as the market and consumers.

The results of strategic communication can be seen internally and externally and contribute to increase the credibility of the company.



The Communication Baggle™: External (blue) & internal (green) communication and the fundament (violet): strategic communication.

There are six primary concepts related to strategic communication:

The **Mission** is the raison d'etre of the company. Why are we here? What is the purpose of our company?

The **Vision** covers the strategic and business objectives of the company over a period of 5-10 years. Where are we in five years, and how close are we to fulfil the mission?

The **Values** are the rules of conduct or rules of the company. Who are we and/or how are we?

The **Communication Policy** lays down values or guidelines which the company must observe when communicating internally and externally. The policy should be based on the values of the company to create coherence between words and actions.

The **Communication Strategy** clarifies how the communication of the company is to contribute to realise the vision or achieve the strategic and business objectives within a period of 5-10 years. The communication strategy is a management tool in the practical work with internal and external communication. How will we meet our overall communication efforts in relation to messages, target groups and internal and external media? The objective is to optimise communication and manage the overall reflection of the company.

The **Communication plan** is on the operational level. This is a plan for the practical work with planning, executing and measuring communication. Which channels are used for communication, to whom, in which way and when? It is a two-string plan and applies to internal as well as external communication.

Communication Tools such as e.g. an e-mail guideline, a language policy, procedures and writing manuals help the employees to see the use value of the communication work. At the same time, the tools help the employees to communicate in a more effective way and to get their messages across.

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