



> SETTING IDEAS IN MOTION

TRAINING SERVICES

PROSPECTUS

STRATEGIC COMMUNICATIONS WORKSHOP SERIES

Ingenium Communications offers a suite of proprietary development programs in strategic communications. Our workshops are designed to provide high-impact results through the practical application of valuable tips, tools and resources. This professional workshop series is based on 20 years of experience refining best practices in communications training. Sessions can be delivered seamlessly in English, French or bilingual format.

Our platinum line-up of workshops are custom-designed to meet individual organizational needs and objectives in order to drive excellence in communications practices. Working in collaboration with each of our clients, our goal is to ensure clients receive the highest return on investment from their most valued resource – their staff.

All of our workshops can be offered in a variety of formats including half-day, one-day and two-day sessions as well as through keynote presentations.



BEST PRACTICES IN STRATEGIC COMMUNICATIONS

There is nothing more relevant to communicators than offering value through a strategic approach to the function. Strategic communications planning is a core competency for all communicators, and the skills are highly transferable to a range of functional applications such as issues management, media relations and employee communications.

This interactive workshop provides participants with an opportunity to work on their own case studies to design communications strategies. The session offers tools to produce insightful, high-impact strategies that deliver measurable results.

The workshop includes an in-depth review of a communications strategy architecture, including crafting objectives aligned with meaningful performance indicators, conducting a sound public environment analysis, audience profiling methodologies, message architecture, tactical planning tools and detailed direction for developing an evaluation framework. The session is based on the lessons from the trenches gathered from the speaker's experience in developing over 300 communications strategies in the last 20 years.

Key learnings include:

- A step-by-step guide for developing a strategy using a solid architecture that gets attention and delivers results
- Proven methodologies for the “behind the scenes” steps involved in developing a communications strategy, such as research, analysis and consultation
- Various types of communications strategies and when to use each one

Participant materials include:

- Advance Reading Package
- Communications Strategy Template
- Case Studies
- Strategy Design Tips
- Full Suite of Strategic Communications Exercise Worksheets
- Reference List
- Lexicon



FUELLING EMPLOYEE ENGAGEMENT THROUGH COMMUNICATIONS

Employee communication and engagement is increasingly becoming a focus for corporate communicators. In this economic climate, maximizing the value of the workforce is an imperative, and communicators are at the heart of that exercise.

This session presents proven techniques and strategies to drive employee engagement through effective communications. Based on several case studies of national organizations, the workshop focuses on the importance of aligning employee communications to corporate objectives, zooming in on the critical role of managers in internal communications, and practical mechanisms to identify and track performance indicators. Participants have an opportunity to work through their own challenges/case studies using worksheets and strategic planning tools which have demonstrated results in employee communications and engagement.

Key learnings include:

- The link between engagement and communications
- Strategies for tying employee communications activities to business priorities
- Proven techniques for working with the manager community to advance employee communication and engagement

Participant materials include:

- Advance Reading Package
- Case Studies
- Alignment Worksheet
- Outside-In Thinking Worksheet
- Communications Approach Worksheet
- Action Accelerator Worksheet
- Communications Performance Indicator Worksheet
- Reference List
- Lexicon



COMMUNICATIONS EVALUATION BOOT CAMP

Evaluation has always been the Achilles Heel for communicators. Finding practical ways of providing meaningful evaluation results is critical to providing effective communications, generating a strong ROI and maximizing job satisfaction by clarifying “what success looks like.”

This highly-practical workshop introduces simple, yet powerful evaluation tools and techniques that can be implemented immediately following the session. The presentation introduces case studies and innovative resources and tools to help support the communicator in providing meaningful, actionable evaluation findings to their organizations.

The focus is on developing a Communications Performance Indicator Matrix™, a framework that helps communicators identify meaningful indicators to demonstrate and evaluate the value they bring to organizations. The matrix model was featured in an IABC Communications World Bulletin feature on measuring social media campaigns. *“The medium is the message, but what’s the result?”* October 2007.

Key learnings include:

- The difference between performance indicators and measurement tools, and why it’s critical to treat them separately
- The fundamental link between being strategic and evaluation planning
- Practical tools and techniques to evaluate and measure communications results
- How to identify, isolate and track meaningful performance indicators

Participant materials include:

- Advance Reading Package
- Case Studies
- Communications Performance Indicator Matrix
- Aligning Objectives to Performance Indicators
- Evaluation Framework
- Strategic Considerations
- Reference List
- Lexicon



WHAT'S AT STAKE? MANAGING STAKEHOLDER COMMUNICATIONS FOR RESULTS

In our information-overloaded society, stakeholder communications is becoming increasingly important. Today, individuals are no longer passive members of audiences, but rather are active stakeholders in issues and organizations. Their expectations are at an all time high, and communicators must find innovative and practical solutions to engage, consult and connect with these stakeholders in positive and constructive ways.

This session is a thought-provoking exploration of the specialized and increasingly relevant field of stakeholder communications, providing participants with a structured approach to thinking through stakeholder communications and relations to achieve maximum results.

The workshop includes a discussion on the difference between audiences and stakeholders, practical tips and tools for creating a stakeholder map and best practices in driving engagement through a strategic approach. The workshop is directly relevant and applicable to social responsibility campaigns and initiatives, challenging communicators to think beyond accountability and transparency to consider how effective stakeholder relations can actually transform issues, industries and organizations.

Key learnings include:

- How stakeholders differ from audiences and what that distinction means for strategic communications planning
- How to create a stakeholder map and then use the tool to ones advantage
- The role of stakeholder communications in corporate social responsibility

Participant materials include:

- Advance Reading Package
- Case Studies
- Stakeholder Map Tool
- Audience Profiling Grid
- Implementation Matrix
- Action Accelerator Worksheet
- Reference List
- Lexicon



LEARNING FROM A WORM: A CASE STUDY IN INTERNATIONAL ISSUES MANAGEMENT BASED ON THE CONFICKER C INTERNET WORM

Issues management and crisis communications skills are highly relevant to communicators who find themselves in the eye of the storm when high profile organizational risks emerge.

This session presents lessons from the trenches on crisis and issues management gathered from the speaker's experience in leading Canada's response to the world's most significant internet security threat to date – the Conficker C worm. Canada was the first country to provide a proactive communications and outreach response to the Internet community, and its efforts were recognized and followed by country code domains around the world. Participants can learn practical strategies to maximize positive outcomes and mitigate potential areas of risk exposure from this internationally-significant case study.

Key learnings include:

- How to design an effective issues management program – survival strategies for organizations with little staff, budget or time
- Tips for fostering internal communications to drive external issues management
- Turning risk into opportunity through a strategic approach to issues management

Participant materials include:

- Advance Reading Package
- Case Studies
- Issues Analysis Worksheet
- Aligning Objectives to Performance Indicators
- Message Architecture
- Implementation Matrix
- Communications Performance Indicator Matrix
- Designing a Communications Strategy Framework
- Reference List
- Lexicon



COMMUNICATIONS STRATEGY LAB

The Communications Strategy Lab is Ingenium's core professional development workshop, providing end-to-end learning on how to incorporate strategic thinking into everyday communications activities, while imparting the knowledge and skills to develop actionable, measurable communications strategies.

This highly-participatory two-day session provides participants with the practical tools and resources to develop communications strategies. Through insightful exercises that trigger understanding and promote collaboration among team members, participants will tackle common issues and challenges when crafting a strategy.

The workshop is based on Ingenium's proprietary Results Map™ methodology which provides a step-by-step guide covering all aspects of the strategic communications planning process, including project management, research and analysis, consultation, strategy design and evaluation.

Using the Results Map as a framework for designing strategies, participants will have an opportunity to work with their colleagues to complete customized case studies and exercises on topics such as messaging, issues management, audience analysis and evaluation.

The Lab focuses on imparting leading edge best practices in communications strategy design. It is based on Ingenium's unique depth in having delivered over 300 communications strategies, as well as the Principal's experience in teaching communications strategic planning for the Canada School of Public Service, the Canadian Institute and the International Association of Business Communicators.

Key learnings include:

- How to apply strategic thinking to every communications activity in order to achieve alignment with corporate objectives
- How to design an effective communications strategy – design tips, tools and techniques to engineer the strategy towards measurable results
- Techniques to effectively collaborate on the design of communications strategies
- Tools and tips for creating a quick communications plan in a PowerPoint format when responding to a crisis or issues management situation



COMMUNICATIONS STRATEGY LAB CONTINUED

Participant materials include:

- Advance Reading Package
- Case Studies
- Strategy Design Tips
- Results Map Framework
- Results Map Tool Suite
 - ✓ Methodological Tools
 - ✓ Project Management Guides
 - ✓ Research and Consultation Guides
 - ✓ Results Map Reference Card
- Full Suite of Communications Strategy Design Worksheets
 - ✓ Aligning Objectives to Performance Indicators
 - ✓ Communications Performance Indicator Matrix™
 - ✓ Issues Analysis
 - ✓ Message Architecture
 - ✓ Audience Profiling Grid
 - ✓ Implementation Matrix
 - ✓ Strategic Considerations/Breakthroughs
 - ✓ Developing a Communications Strategy Framework
 - ✓ Action Accelerator Worksheet
- Reference List
- Lexicon



PRINCIPAL

Caroline Kealey, B.A. Honours, M.A.

Caroline is nationally recognized as an expert communications strategist, trainer, speaker and facilitator. Fluently bilingual in English and French, she has 20 years of experience in her field. Ms. Kealey brings a unique blend of strategic planning, communications, marketing and evaluation expertise to all client projects. A winner of a Top 40 Under 40 Award, Ms. Kealey has also earned a New Business of the Year Award, as well as a first place Hygeia Award for Excellence in Health Communications.



Caroline is an expert in communications strategy design, having written over 300 strategies for a range of clients in the public, association/not-for-profit and private sectors. Most recently, she spearheaded the communications strategy for Canada's response to the Conficker C computer worm, the most virulent attack in the history of the Internet.

She is the developer of the Results Map™, an innovative tool designed to engineer communications strategies to deliver measurable results. The product is now in beta testing as a breakthrough interactive web-based tool uniquely designed for results-based strategic communications planning.

Caroline's communications strategy workshops, labs and courses are in high demand, as they provide unique hands-on opportunities for communicators to develop strategies that gain the attention and engagement of the C-suite, while generating results in the field. In 2006, her full-day communications strategy lab was the top-selling event ever to have been produced by the IABC Ottawa Chapter. It was met with extremely positive participant comments and evaluations.

Caroline's experience and insights into professional communications has led to an extensive practice in the area of training and workshop facilitation, including major joint Canada-U.S. sessions. Ms. Kealey is a core trainer and curriculum designer for the Canada School of Public Service and also delivers customized workshops, presentations and retreats across Canada. She has taught at the University of Ottawa, The Canadian Institute, the Canadian Public Relations Society and the 2005 & 2008 editions of the National Communicators Conference.

TO BOOK YOUR CUSTOMIZED WORKSHOP TODAY, CONTACT US AT:
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