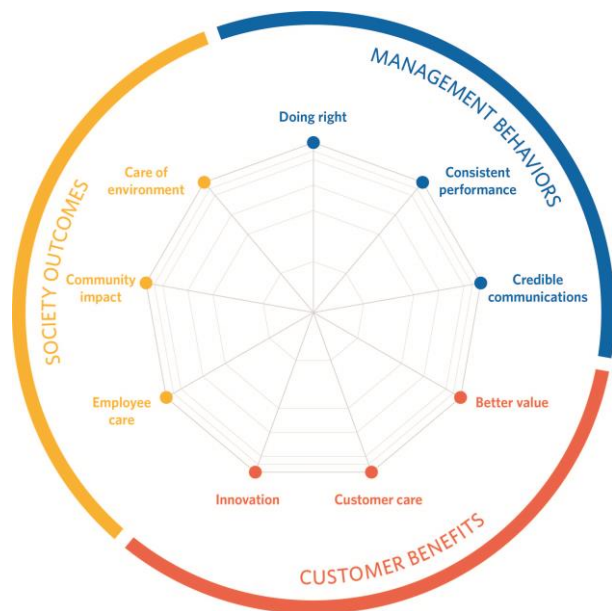


The Nine Driver Strategy Blueprint

What is the Nine Driver Blueprint?



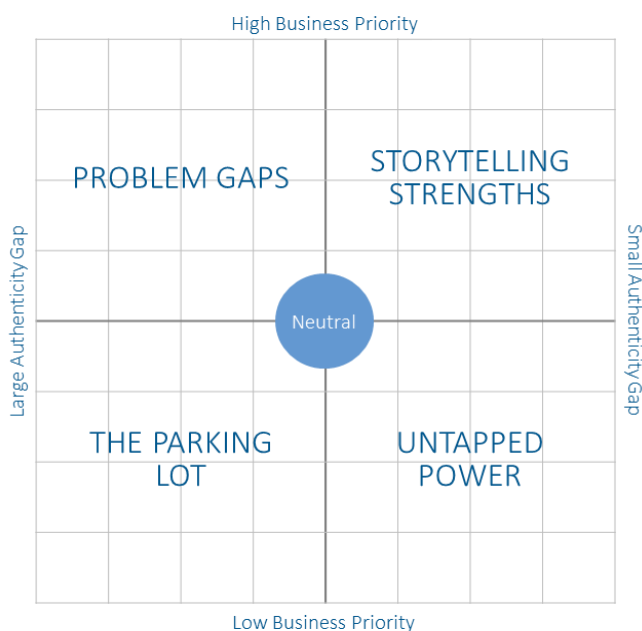
Using our Nine Drivers of Reputation as a framework, we lead a strategy development discussion to align the viewpoints of internal and external stakeholders. We focus on creating an actionable and tangible strategy built on research insights. This includes clearly articulated business and communications objectives, audience prioritization, and setting future KPIs. The blueprint keeps teams on task, provides a sense of shared progress and establishes post-session deliverables.

Our work uses FleishmanHillard’s proprietary Nine Drivers of Authenticity – those attributes that most shape people’s perceptions and beliefs about an organization. Together these Nine Drivers provide a map to the agendas of today’s stakeholders and thus become the framework to craft a communication strategy that will differentiate the organization.

How does the Strategy Blueprint work?

Executive leadership works hand in hand with FleishmanHillard’s global industry and practice leaders. Executives from multiple disciplines (e.g. marketing, customer service, corporate, legal, etc.) come together to discuss how communication can address their unique business needs.

We use an ordered sequence of proven questions to build foundational strategies by mapping your business against the Nine Drivers. The output is visualized through placemats that keeps teams on task, provide a sense of shared progress and establish post-session deliverables.



What Steps Do We Take to Build the Blueprint?

1. Research & Insights

INTELLIGENCE GATHERING & AUDITS

First, existing internal research is gathered and external research completed as necessary. FleishmanHillard draws on its extensive research resources, including its own proprietary research, to understand the social and political landscape as well as the current positioning of competitors or peers. From this research, key insights are derived and questions designed and customized to explore specific business needs.



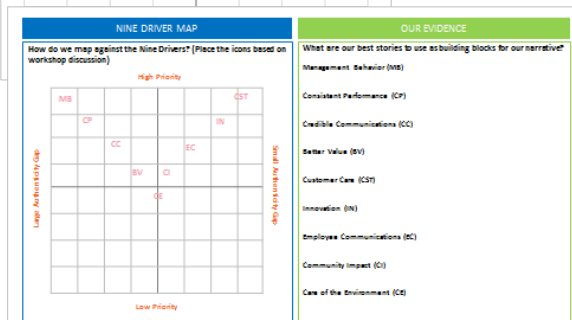
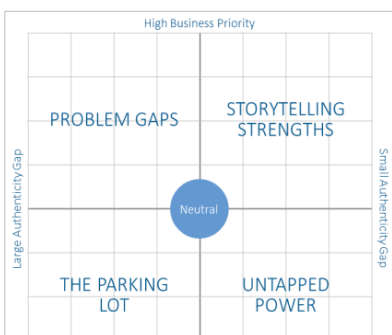
2. Blueprint Session

SINGLE COLLABORATIVE WORKING SESSION

Starting With The End In Mind: We work with you to set specific communications goals that have a clear link to the business and matter most to your executive team. These then in turn are used to establish the KPIs we need to gauge success.

Audience Mapping: Identifying and mapping which audiences you most need to move in order to achieve your business goals. Understand what drives them, influences and how best to reach them.

Mapping Your Authenticity Drivers: Finally, we explore the company's strengths and vulnerabilities against the Nine Drivers that most shape our perceptions and beliefs about an organization. Which drivers are most critical to your business success? Which drivers are strong performers, and which are potential vulnerabilities? The critical discussion leads to our best discoveries of hidden assets that can be amplified to enhance your reputation as well as strategies for how to better differentiate you from the competition.



3. Deliverables

ROADMAP PLACEMAT & ACCOUNTABILITY

The results of the workshop are compiled to create a single blueprint statement of strategic intent that all team members endorse and can act upon. It creates a common language around strategy, which can be extended across business units/markets and easily understood. All elements are delivered in a unified visual narrative that aids in creating buy-in and sets the path forward for activating a full-on reputation program.

OBJECTIVES	AUDIENCES	WHERE TO REACH THEM	NARRATIVE THEMES
What are our business goals?	Who are the audiences we most need to reach and why?	What channels are most effective with our priority audiences?	Key themes to emerge from Drive Mapping (reverse side)
What are our communication objectives that tie to those business goals?	Who is the most credible voice/spokesperson for these audiences?		
METRICS			
What metrics will we use to gauge success?			