

Business and Professional Communications

--- defining the way you manage your reputation

In today's day and age of increasing competition, easy access to information the the media explosion, reputation management has gained even more importance. Thus. Business and professional communicators have become more significant in the corporate structure than ever before.

Business and professional communications is the effective and timely dissemination of information that engenders a positive corporate image by providing a smooth and affirmative relationship with all stakeholders using appropriate communications tools and technology that describes:

- A strong corporate culture.
- A sophisticated approach to global communication.
- A coherent corporate identity.
- Reasonable corporate philosophy.
- A genuine sense of corporate citizenship.

Always keep in mind, if you can't measure it, you can't manage it.

Business and professional communication is accomplished in three major areas:

- I. Internal affairs.
 - A. Employee information. Sharing information with employees, building employee pride, managing employee issues, internal branding, etc.
 1. Internal Publications.
 2. Announcements.
 3. Internal events.
 4. Intranet content.
 5. RSS.
 6. Instant messaging.
 7. E-mail.
 8. Skype.
 9. Text messaging.
 - B. Corporate partners.
 1. Vendors.
 2. Suppliers.
 3. Distributors.
 4. Mutual messaging.
 5. Common events and celebrations.
- II. External Affairs
 - A. Corporate spokesperson.
 1. Organization spokesperson is in the public limelight.
 2. Is well-known and considered as an authority for the field.
 - B. Media relations, building and maintaining a positive relationship with the media.
 1. Print.
 - a. Newspapers.
 - b. Magazines.
 - c. Trade publications.

- 2. Electronic.
 - a. Radio.
 - b. Television.
 - c. Internet.
 - i. Bloggers.
 - ii. RSS.
- 3. Community relations.
 - a. Community events.
 - b. Corporate contributions.
- 4. Investor relations.
 - a. Quarterly earnings call.
 - b. Annual report.
 - c. Large investor contact.
- C. Marketing
 - 1. Brand management
 - a. Develop and upkeep for the corporate identity – ensure adherences to corporate brand guidelines.
 - b. It's more than the corporate logo. It's the reputation of your products.
 - 2. Sales support.

One of the most overlooked areas in corporate communications is crisis planning. If properly planned, it can mean the difference between corporate survival and corporate failure. It is divided into two major areas:

- I. Events you can imagine and plan for:
 - A. Product tampering.
 - B. External hazard near or at company locations (chemical spills, etc.).
 - C. Inclement weather (tornadoes, hurricanes, ice storms, etc.).
 - D. CEO or other corporate officer death.
 - E. IT, telephone system failure (off-site business recovery plan).
 - F. Work stoppage.
- II. Events you cannot imagine or plan for:
 - A. Crisis response team.
 - B. Emergency resource inventory.
 - 1. Backup Spokesperson.
 - 2. Media relations.
 - 3. Technology availability.
 - 4. Emergency logistics authorizations.