



STRATEGIC ADVOCACY AND EFFECTIVE COMMUNICATION

IN
THE
NEW
SCENARIO

Strategic
communication
and its
contribution to
reputation



Part of strategic communication is the relationship with the media



Nothing is left to
improvisation

*The best improvisation
is carefully prepared.*

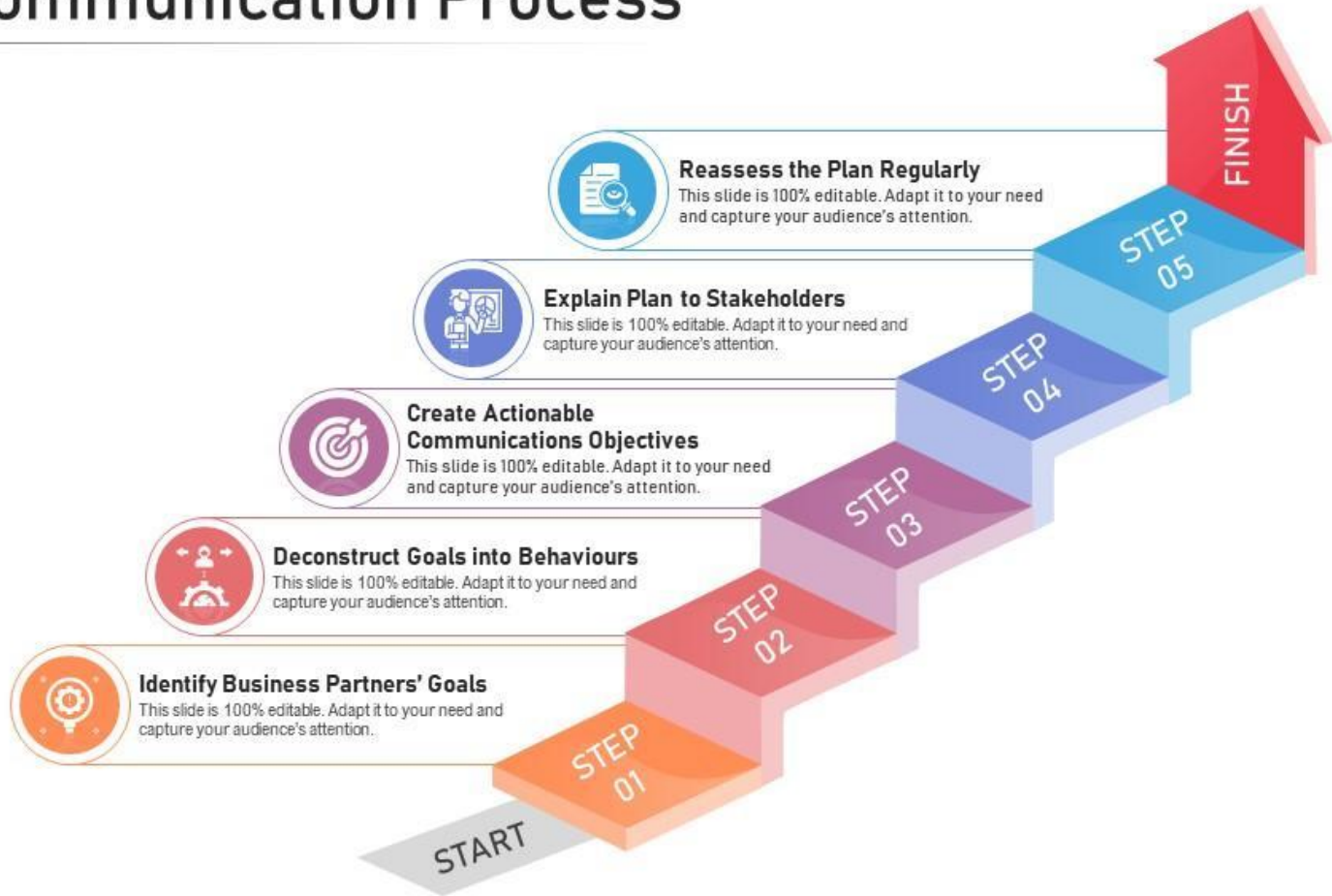


Winston Churchill

Five Level Design for Strategic Communication Process

Strategic communication involves (1):

- A holistic approach
- Be excellently managed for value creation and trust building



A globalising approach leading to (2):



PLANNING THE OVERALL
COMMUNICATION OF THE
ORGANISATION



INTEGRATE PROCESSES SO
THAT THE PURPOSE-
INSPIRED CULTURE IS LIVED
OUT



LISTENING TO STAKEHOLDERS
AND THE ENVIRONMENT



DEVELOPING CONTENT AND
STRUCTURING KEY
MESSAGES



TRAINING
SPOKESPERSONS



ANALYSE AND
MITIGATE RISKS



MANAGING
REPUTATION AND
SUSTAINABILITY

A globalising approach leading to (3):

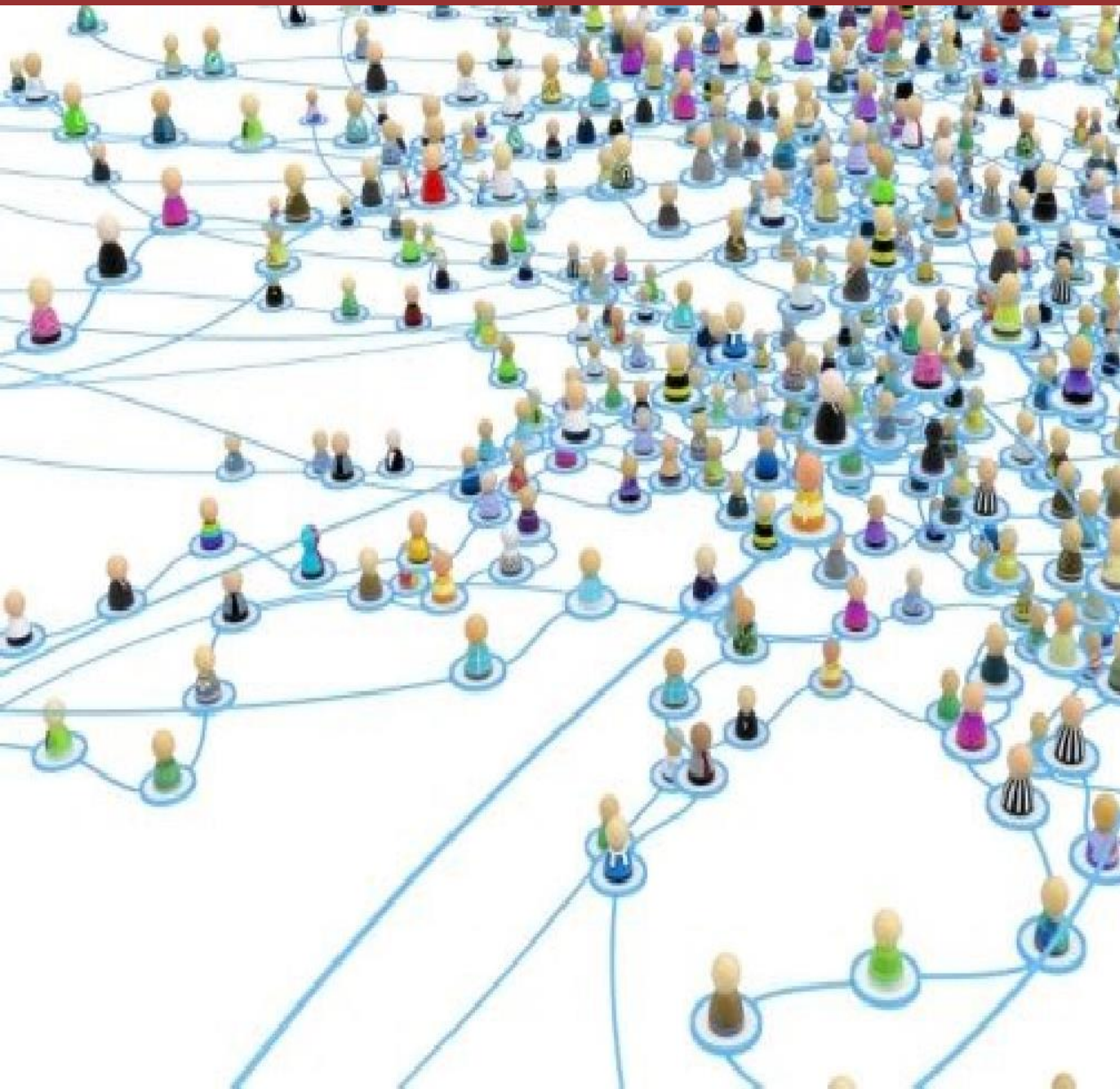
Managing emotions,
ensuring coherence
and building trust

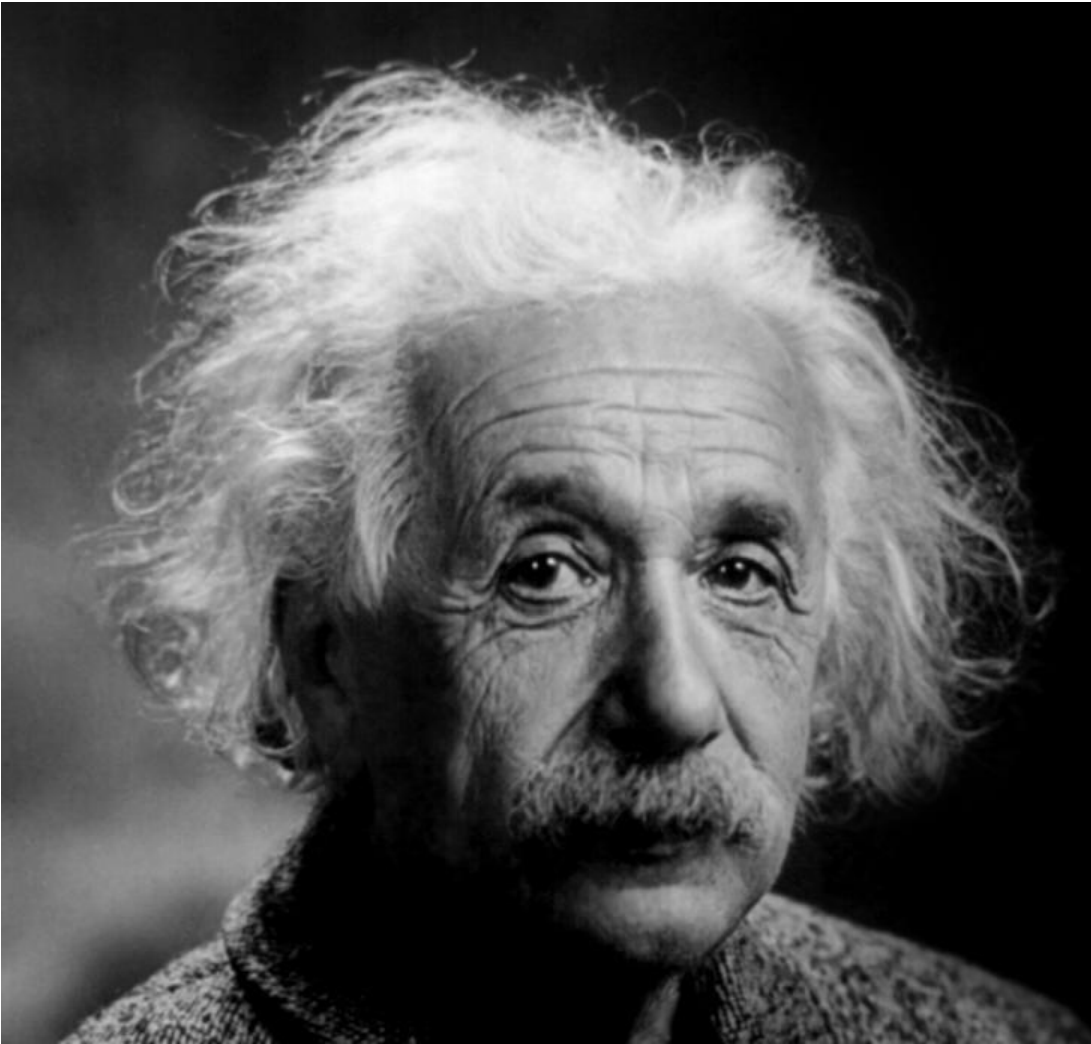


All from...



IN THE NEW SCENARIO
Connecting with stakeholders and leave a mark





"Let's not pretend
that things will
change if we keep
doing the same
thing."

Albert Einstein

The expectation is on companies

2023
Edelman
Trust
Barometer
Global Report



Navigating a Polarized World



Four Forces That Lead To Polarization

Economic Anxieties



Economic optimism is collapsing around the world, with 24 of 28 countries seeing all-time lows in the number of people who think their families will be better off in five years.

Institutional Imbalance



Business is now the sole institution seen as competent and ethical; government is viewed as unethical and incompetent. Business is under pressure to step into the void left by government.

Mass-Class Divide



People in the top quartile of income live in a different trust reality than those in the bottom quartile, with 20+ point gaps in Thailand, the United States, and Saudi Arabia.

The Battle for Truth



A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Media is not trusted, with especially low trust in social media.



The company is best viewed for three years in a row

2023 Edelman Trust Barometer

P. 38

Navigating a Polarized World

1

Business must continue to lead

As the most trusted institution, business holds the mantle of greater expectation and responsibility. Leverage your comparative advantage to inform debate and deliver solutions across climate, diversity and inclusion, and skill training.

2

Collaborate with government

The best results come when business and government work together, not independently. Build consensus and collaborate on policies and standards to deliver results that push us toward a more just, secure, and thriving society.

3

Restore economic optimism

A grim economic view is both a driver and outcome of polarization. Invest in fair compensation, training, and local communities to address the mass-class divide and the cycle of polarization.

4

Advocate for the truth

Business has an essential role to play in the information ecosystem. Be a source of reliable information, promote civil discourse, and hold false information sources accountable through corrective messaging, reinvestment, and other action.





Putting people at the centre of what we do

A row of white chess pieces is shown against a dark background. The pieces include a king, queen, rook, knight, and several pawns. The text "Let's do the exercise" is overlaid in white on a semi-transparent dark rectangular background.

Let's do the exercise

Expectations are placed on companies and organisations

2023 Edelman Trust Barometer Global Report



Exercise

Stakeholder integration

Organised in groups:

Define an issue that you want to raise awareness about together with some of your stakeholders.

Dynamics

- Each member of the group plays the role of a stakeholder and together they approach the issue from their perspective.
- From the meeting you should reach agreements that lead to concrete actions and specify them, don't forget that your approach to the issue should connect with the public interest and make the benefit to society visible.
- Prepare the Q&A (review in the presentation).
- Define spokespersons and get ready for the press conference.



Q&A

The question and answer document

Q&A

- A document formulating potential questions that the media may ask and elaborating answers.
- It can be structured in blocks.
- Key messages are highlighted.





Thank you very much

Lillian Zapata
lzapata@lzcperu.com