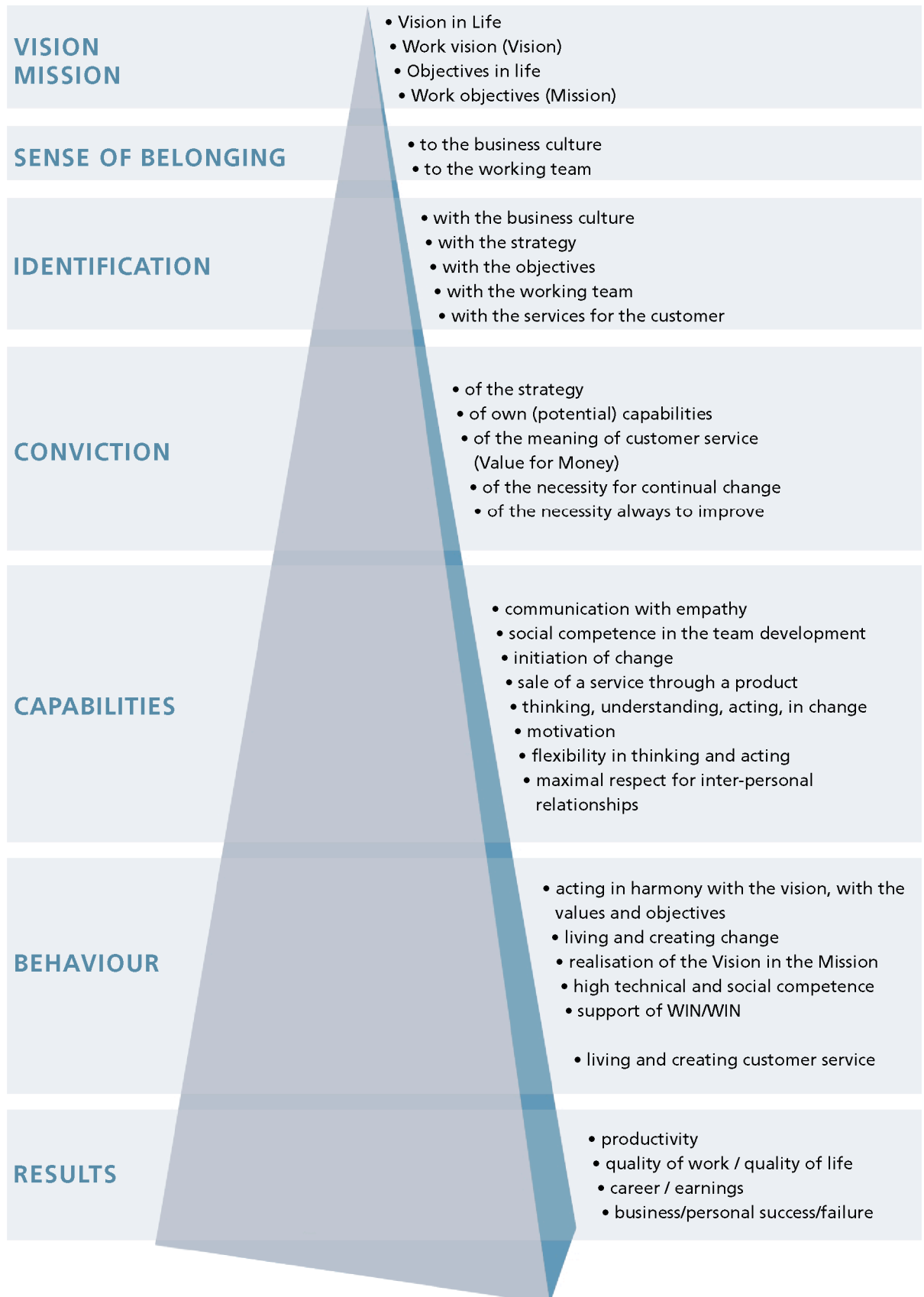




FROM THE VISION TO THE RESULTS

WHAT RESULTS FORM THE PYRAMID OF BEHAVIOUR IN YOUR ORGANISATION?





THE EXCHANGE RELATIONSHIP

Every organisation communicates with a demonstrative and complex publicity panorama (stake-holder), which presupposes the corresponding engagement of a specific communication.

Not only does the message have to be oriented with regard to the particular nature of the individual receiver, but the appeal must also change in accordance with the objective. If the announcement of an operational change can be good news for the shareholders and for the customers, then it must be explained to the working team and to the customers that this situation is directed to increasing the market share and to the improvement of their working conditions. In brief, business communication must take account of the diverse expectations of the numerous recipients for whom these messages are intended.

This is one of our specialities!

STAKE HOLDERS EXPECTATIONS

Shareholders

Management staff

Working teams

Employees

Unions

Suppliers

Sales networks

POSSIBLE EXPECTATIONS

Profits
Capital Gain
Harmony with the system

Power
Sense of belonging
Status
Protagonism
Praise/incentives

Recognition
Participation
Career
Professionalism
Sense of belonging

Security
Pay adjustments
New working organisation
Working environment
Scope for development/autonomy
Good management

Recognition of their role
Information
Involvement
Participation
Status

Protection
Observance of contracts
Privileges
Preferential interest rates

Product quality
Product image
Speed and correctness
Deliveries
Profit sharing

EXPECTATIONS

DIALOG

+

**INCREASED
SOCIAL
COMPETENCE**

+

LEADERSHIP