



COMMUNICATIONS

STRATEGIC COMMUNICATIONS



The success of most business decisions today is directly related to effective strategic communications, both internal and external. It ensures everyone understands the “why” of the strategy decision and “how” their daily work contributes to the overall big picture. In today’s fast-paced, technology-driven society, a simple memo or news release can’t adequately explain or motivate change.

Michael Best Strategies (Strategies) provides you with third-party insights into the marketplace, your competitors, employees, customers, and other key stakeholders. Our work drives persuasive message strategies that resonate with the right people at the right time. We make a difference by setting achievable and measurable objectives based on your business goals.

Service Areas

Competitive Intelligence

Accurately assess your competitors, their ability to deliver on their intentions, the competitive marketplace, and relevant opportunities.

Market Research

Better understand your employees, customers, and influencers, driving relevant conversations and engagement.

Strategic Planning

Craft a winning approach to sustainable, profitable growth, driven by a clear vision, defined mission, strong value set, and connected to a larger purpose.

Marketing Communications

Enhance awareness of your company, promote positive attitudes about your brand, educate key stakeholders about the benefits your people, products, and services provide, and prompt those stakeholders to support your business objectives.

Service Areas (continued)

Branding

Clearly define your unique marketplace position by creatively and consistently communicating and delivering on the functional and emotional promises that drive brand loyalty for your company.

Stakeholder Engagement

Increase the numbers and types of people and organizations that support your business and your efforts to make a positive impact.

Strategic Business Objectives

- What are the key decisions you're facing in the next 12 to 18 months? What information about the marketplace, your competitors, customers, or government policies do you need to make better, more informed decisions?
- How can we affect what people think, feel, say, and do when it comes to your brand, when it comes to trusting your people and processes, when it comes to buying and recommending your products and services to others?
- What are the right words, images, colors, and sounds to best communicate about your business in ways that inform, engage, persuade, and prompt the right actions by employees, customers, public officials, investors, and other key stakeholders?

Our Specialized Experience

We have partnered successfully with companies in a wide range of industries. We have particular expertise in:

- Healthcare, including integrated healthcare systems, health insurance companies, and product and technology companies
- Financial services, including regional commercial banks, investment banks, and venture funds
- Real estate development, including developers, construction firms, and architects
- Senior living, including regional and vertically integrated providers

The Strategies team is grounded in a culture that values being inquisitive, proactive, and street smart. We work in partnership with your organization, to add value and bring new perspectives to your strategic planning, research, marketing, and communications teams. Our best practice models and smart tools make working with us easy and effective. We meet our deadlines, and we keep our promises. That's our bottom line.

PRIMARY CONTACTS



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