

Communication Playbook

Your Company Name



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Purpose of Corporate Communication Playbook



The following Playbook will serve as a blueprint as it helps you in establishing a clear and effective communication strategy for your organization



This playbook initially provides an introduction of communication as a part of organizational strategy



It highlights variety of internal and external communication which can be utilized by the organization



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Table of Contents for Communications Playbook



Part

01

How Corporate Communication Playbook Can help Your Organization

- Overview of Corporate Communication Playbook
- What is Corporate Communication and How can it Help the Organization
- Developing a Corporate Communication Strategy

Part 02

Types of Corporate Communications

- Types of Corporate Communication You can Use

Public Relations:

- Public Relations – Introduction and Overview
- Key Tools You Can Use for Public Relation Communication
- Public Relation Communication Model for Corporates

Internal Communication

- Internal Communication– Introduction and Overview
- Key Tools You Can Use for Internal Communication
- Internal Communication Model for Corporates

Stakeholder Communication

- Stakeholder Communication– Introduction and Overview
- Stakeholder Communication Model for Corporates
- Key Tools You Can Use for Stakeholder Communication

Crisis Communication

- Crisis Communication– Introduction and Overview
- Key Tools You Can Use for Crisis Communication

Part 03

How Corporate Communication Playbook Can help Your Organization

- Overview of Corporate Communication Playbook
- What is Corporate Communication and How can it Help the Organization
- Developing a Corporate Communication Strategy



Overview of Corporate Communication Playbook

Purpose of the following slide is to provide an overview of the communication playbook. This slide highlights the key parts or sections of the playbook along with its description and page numbers.



“The following playbook provides you with an overview of the communication process, it helps you in establishing a strategy for your business and execute multiple projects simultaneously ”

“This playbook is divided into 3 major parts which are explained in the overview below”



Parts of Playbook	Description	Page Numbers	Add Text Here
Part 1 – What is Communication	- What is corporate communication and how it can contribute in growth of your organization - Add Text Here	XX-XXX	Add Text Here
Part 2 – Types of Corporate Communications	- Various types of corporate communication that the organization can use - Add Text Here	XX-XXX	Add Text Here
Part 3 – Establishing workflow	- Add Text Here - Add Text Here	XX-XXX	Add Text Here
Part 4 – Add Text Here	- Add Text Here - Add Text Here	XX-XXX	Add Text Here

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Public Relations – Introduction and Overview

The following slide provides an introduction to public relation as communication tool, it displays key impact such as: increase in credibility, decrease in cost, better position statement, great outreach potential etc..



“Public relation is a marketing tool utilized by various organizations to build their brand awareness and recognition among their customers.



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“Good Public relation can have a good impact on organizations overall performance. These impact are listed below:”



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→ **Corporate communication** is the process through which businesses exchange information with internal and external audiences and connect with these audiences in order to control brand perception.



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Part 01

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- What is corporate communication and how can it help the organization

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- Management communication
- Marketing communication
- Business communication are the **three major types of corporate communication.**



Table of Contents for
Communications Playbook

Part 02

Types of Corporate Communications

- Types of corporate communication you can use

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→ A **Corporate Communication Strategy** is a framework that organisations use to organise communication with their employees, customers, suppliers, and investors.



Table of Contents for **Communications Playbook**

Part **03**

Establishing New Workflow with New Communication Strategy

- Establishing successful communication flow
- Checklist for establishing a successful communication strategy
- Measuring your communication success

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FAQs



What are the three most important pillars of business communication strategy?

- These elements are known formally as Aristotle's Rhetorical Proofs; Ethos, Logos, and Pathos.
- In layman's terms, they are Trust, Emotions, and Reason. These are the Three Foundations of Outstanding Communication.

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What is the definition of a communication playbook?

- A communications playbook is an extension of your brand book and its objective is to keep your team communicating in the same style while being more efficient and successful.

How does one go about creating a communication playbook?

Step 1: Conduct a Situation Analysis.

Step 2: Determine and Define Objectives/Goals.

Step 3: Identify and profile your target audience.

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Step 4: Select Media Channels and Develop a Strategy.

Step 5: Make a publishing schedule.

Step 6: Monitor and assess the results.

What are the corporate communication pillars?

- Credibility.
- Reliability.
- Connection.
- Clarity.

About Us



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