

WHY Communications Matters

Improve outcomes

Gain support and increase engagement by letting people know what you're doing, why, and how they can learn more or provide input.

1/3

of projects fail primarily due to ineffective communications



Create sustainable decisions

Include a wider range of voices to better inform your decisions. Better decisions stick, because they're less likely to be opposed.

Reduce the risk

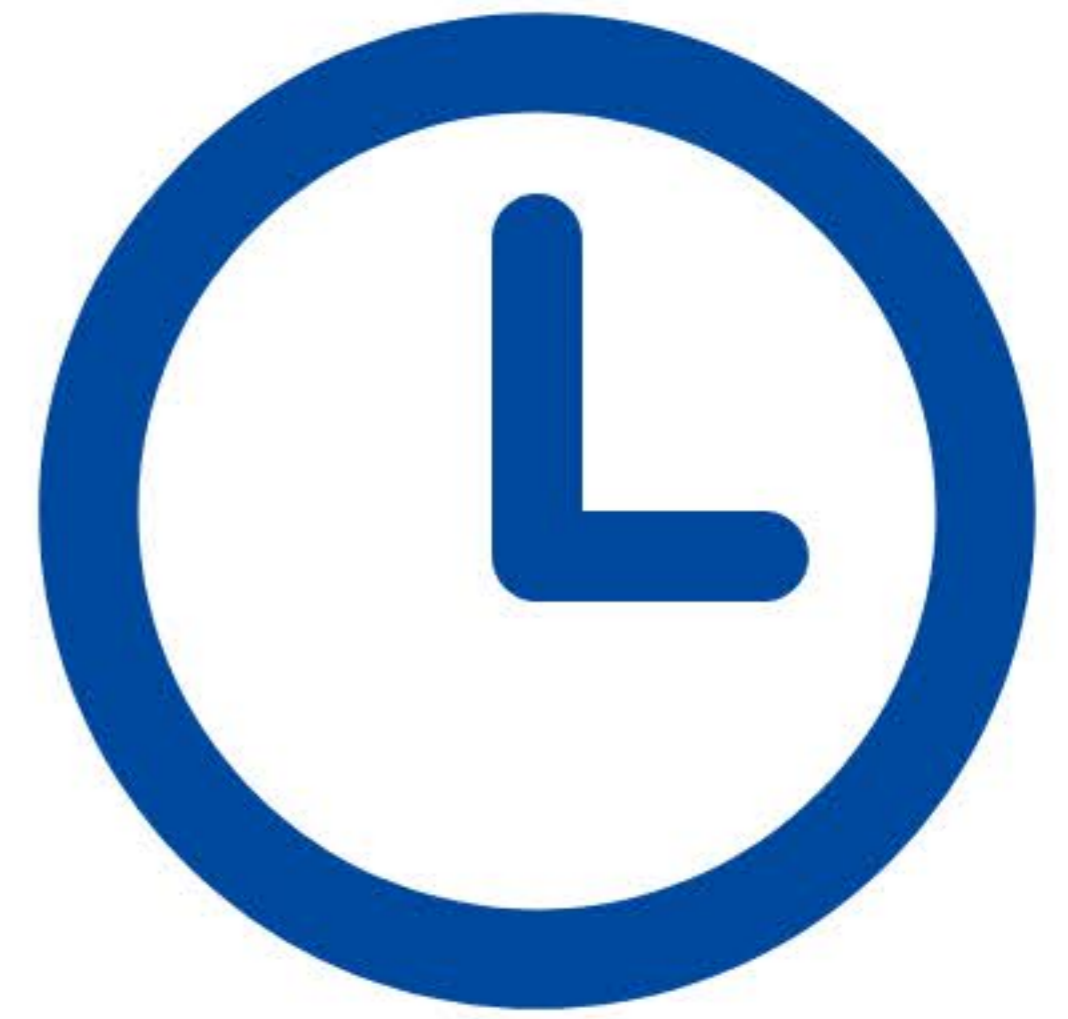
Start communication planning as soon as you are even thinking about starting, stopping or changing a program, project, service or policy.



This early thinking will help you identify risks and barriers, and address them in advance, reducing the need for damage control.

Save time & resources

From a public relations perspective, the rule of thumb is for every hour you spend on planning ahead, you can save six to ten hours in fixing problems later. Communication planning will help you reduce the 'do overs' and leads to more cost-effective decision-making.



Your own employees are often the more trusted source for information – ahead of CEOs, well-known personalities and elected officials

Improve reputation & employee morale

Employees are your biggest advocates - especially in smaller communities where the 'grapevine' rules.

Meet growing public demand

The BC Auditor General's report on Public Participation found "the vast majority of Canadians surveyed indicated they would feel better about government decision-making if they knew that governments sought informed input from average citizens on a regular basis."

As more citizens want a say in what's happening in their community, you can help with proactive communications!

Sources:

<https://www.pmi.org/en/About-Us/Press-Releases/PMI-More-Than-Half-of-All-Project-Budget-Risk-is-Due-to-Ineffective-Communications.aspx>
<http://www.edelman.com/insights/intellectual-property/2015-edelman-trust-barometer/global-results/>
The BC Auditor General's report on Public Participation: Principles and Best Practices in British Columbia (2009).

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