

WHY Communicate?

Improve outcomes

If people don't know what you are doing they can't participate or support you, leading to greater chance of project failure.

1/3

of projects fail primarily due to ineffective communications



Create sustainable decisions

By informing and engaging, we're able to gather input and insights that may not have been considered previously in the decision-making process. As a result, decisions may be less likely to be overturned due to public opposition.

Reduce barriers

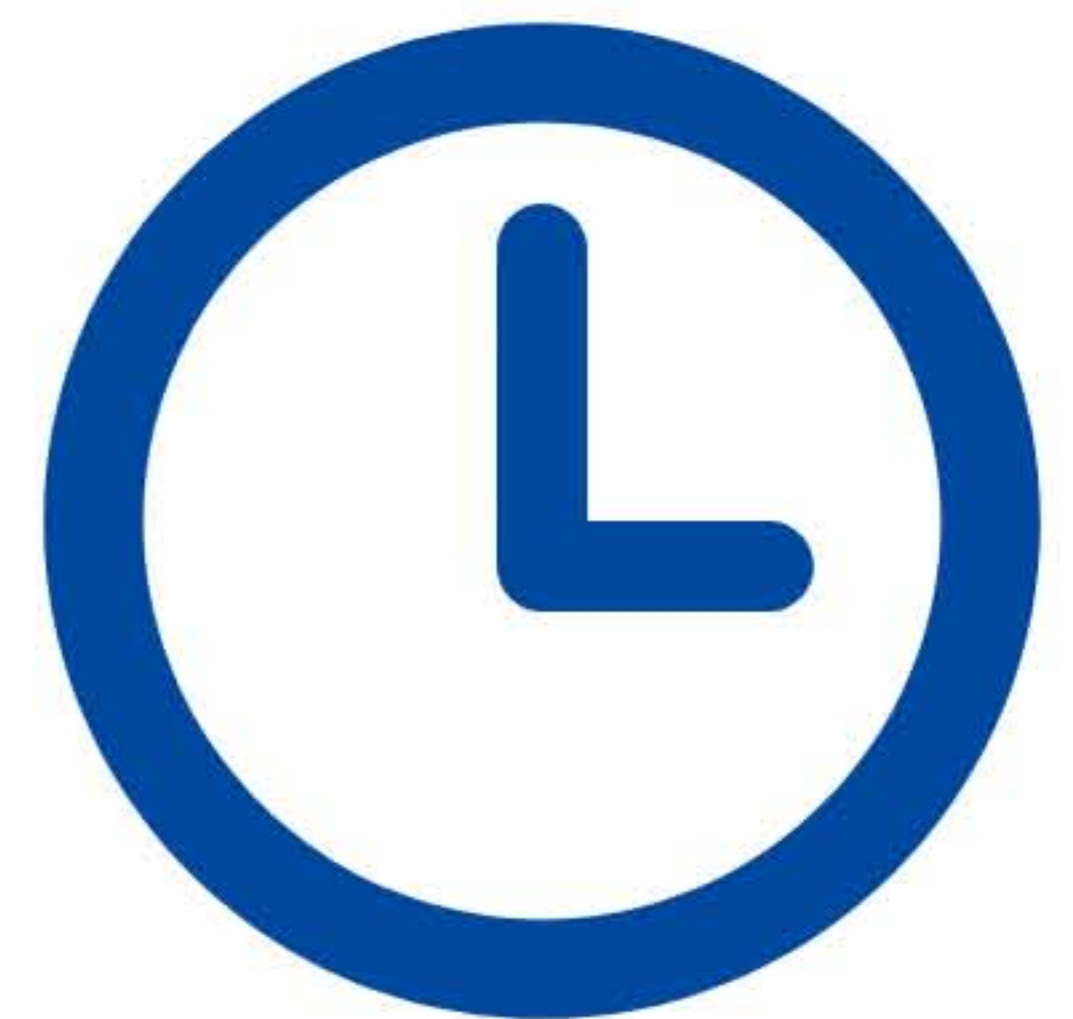
Start communication planning as soon as you are even thinking about starting, stopping or changing a program, project, service or policy.



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

It's important to be seen doing it right, especially in a small town where the "grapevine" rules. Your employees can be your biggest advocates.

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."

More and more citizens want to know about, and have a say in, what is happening in their community.

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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