

We believe that communication and business success are inextricably linked. The better and more effective the communication is, the more valued, empowered and informed your teams will be.

Whether it is strategy, change, induction or leadership development, each is a piece of communication that should say something about the company, its values and culture.

Effective communication has the power to change mindset, attitude and behaviour.

Our strength is applying our business acumen and creative skills to help you create something that will make a difference.

We listen, advise, present ideas and then manage the delivery.

Every communication project results in some form of production. It could be a speech, a video, a mobile application, a website, a printed brochure or a conference. We have no allegiance to any particular media, we have experience in all of them, and we make it our business to know how to creatively use emerging technology so that we can make our recommendations based on the best medium for the audience and message.

Working with Clarity should be interesting and fun. We're creative with low ego.

We work best when we're involved in the decision making process from the start, because that's when our experience is most valuable to you. If we understand your objectives then we can help you plan the best project that will achieve the results you want. The starting point for any project is for us to listen closely to your needs and objectives and to take a brief. The kind of information that we are looking for might be:

- **Why embark on this project?**
- **What are you hoping to achieve?**
- **Who are the audience?**
- **What's in it for them?**
- **Why should they listen/watch/download?**
- **How should they think and feel during and after the experience?**
- **What will success look like?**
- **How will you measure success?**
- **What are the timescales?**
- **Is there a fixed budget?**

Once we have this information and feel that we fully understand the overall objectives then we can then think about 'what' the project ought to look like.

This means:

- **Recommending a strategy for communication.**
- **Recommending the most effective medium, or pointing out the benefits and drawbacks of several media.**
- **Devising a creative treatment that describes the user experience. This is the look and feel, the signposts, all the elements that will enhance the experience. In a video this will determine the style of shooting, music, graphics and script, or for a booklet would impact the size, layout, fonts, colours and type of printed stock, or in a conference, the type and size of venue, speakers, décor, staging, AV, interactive 'media' and so on.**
- **Outlining exactly what we require from you and when. The very best projects are the result of working in close partnership.**
- **Preparing a detailed budget that breaks down any project into its individual elements so that you can see exactly how the budget is compiled.**
- **Working with you to plan a robust and realistic production schedule – in other words, what we expect to happen, in what order and at what time.**

We look forward to working with you.

Clarity Communication
The Former Wellington Office
Stratfield Saye
Reading RG7 2BT
T 01256 880028
E info@claritycommunication.com
www.claritycommunication.com

