

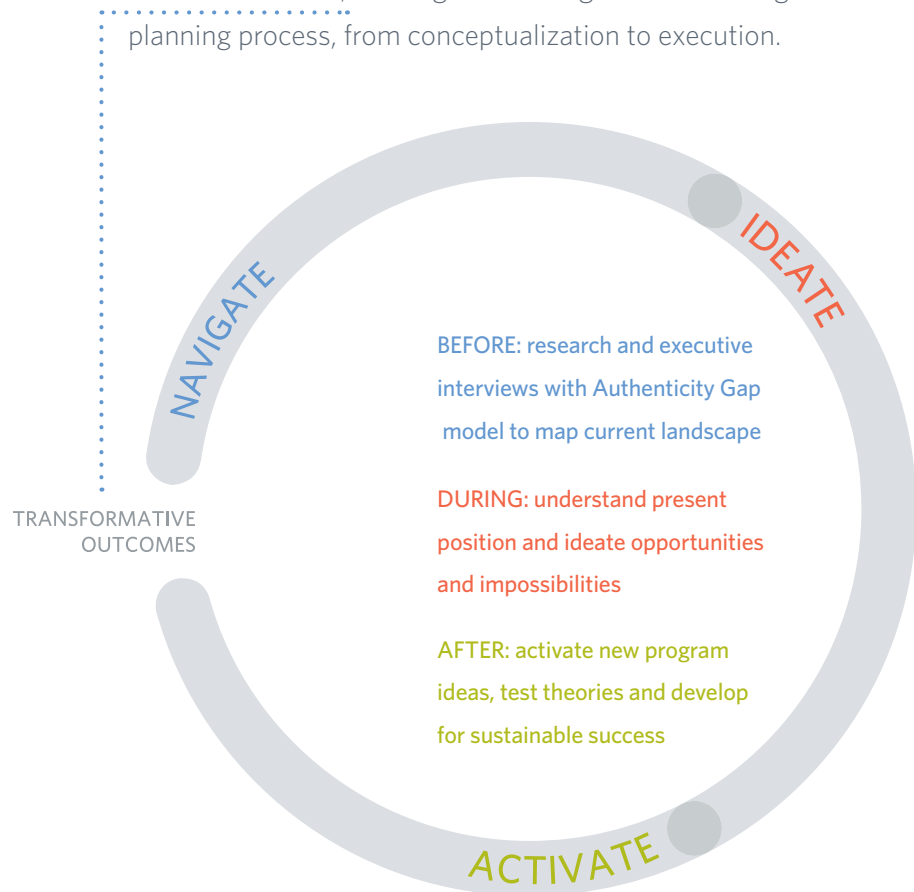
WHAT IS AN AUTHENTICITY ACTION PLAN?

When Do I Conduct A Workshop?

If there's a business challenge that requires engagement, a workshop is a place to start. Best paired with Authenticity Gap insights, workshops lay the foundation to determine how to shape your marketing communication plans going forward.

In simple terms, our workshops are in-depth sessions during which executive leadership works hand in hand with FleishmanHillard's global industry and practice leaders. We work together to map out the strategy, messages and program to align brand and reputation in a way that creates more productive engagement with stakeholders.

But these aren't simple workshops. These sessions - a complement to our Authenticity Gap research - are much more than just a single-day event. Before, during and after the session, we work to develop a strategic plan that achieves your business goals, using FleishmanHillard's proprietary COMPASS model, which guides an organization through the entire planning process, from conceptualization to execution.



HOW IT WORKS

Navigate:

Before the Workshop

The process begins with a kickoff session to discuss important business outcomes, key audiences, important geographies and other issues that may be of critical importance to the company. This session helps provide the framework for the Authenticity Gap research, shaping its scope around:

- Audience segmentation
- Priority geographic regions
- Competitive set
- Areas for deeper custom insights on topics such as innovation, customer care or community relations

Other work before the session might involve interviews with key executives, a crisis audit to determine potential reputational vulnerabilities, as well as social and media audits and reviews of earlier research or business plans.

Ideate:

During the Workshop

A one- or two-day workshop is fashioned to explore these points on the COMPASS:

- **Present Position** – Looks at a company’s authenticity strengths and gaps, areas that exceed expectations and where the company wants to be.
- **Opportunities** – Examines the most and least important drivers in achieving business goals.
- **Inflection Point** – Addresses competitive differentiators and questions whether expectations need to be raised in any areas in order to successfully be as you wish to be seen.
- **New Notions** – Maps out methods to form true relationships by asking how to expand current strengths and develop new efforts, as well as determine customers’ current beliefs about the company – and what the company WANTS them to feel.
- **Test** – Determines the resources, partners and changes necessary to reduce authenticity gaps, as well as sets measurable metrics connected to goals and time frame.

Activate:

After the Workshop

Following the session, your team will design and execute a fully integrated strategic communication plan that will:

- Bring forward a message platform and program that takes advantage of your competitive strengths.
- Create an action plan for closing your authenticity gap.

An abbreviated version of the workshops can also be done for companies that haven’t conducted the Authenticity Gap research, though these sessions rely on secondary sources and internal interviews for information and use the Nine Drivers of Authenticity as a framework for discussion.

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