



ALIGNING COMMUNICATION EFFORTS POST REORGANIZATION

The issue:

A communication team needed to adjust its focus and model to better align with a reorganization that changed both priorities and structure.

The reality:

Needed to illustrate expertise and value internally and better partner with other internal groups. Team grew 50% in the last couple of months without clear roles and responsibilities. No clear strategy so communication efforts were driven by external partners rather than organizational mission and priorities.

The opportunity:

The organization had a strong reputation as a research leader.

The strategy:

Shift from partner driven to mission driven and establish communication expertise:

- **Transition from generalist to specialist** by moving from demand-drive, broad support to focused, mission-centric expertise.
- **Integrate communication** through concrete activities that add value to internal groups efforts.
- **Leverage organization research reputation** by focusing on activities that position as communication research expert.
- **Define roles & responsibilities** through clearly defined focus areas and projects.
- **Illustrate impact** by incorporating evaluation into strategy.



The results:



Increased efficiency of team by reducing work redundancies



Better collaboration with other teams through comms liaisons for each team



Strengthened communication expertise through research activities.

The strategy helped the communication team to align with the new priorities, creating value and impact.