

ten ways to reinvent your company

Keith Yamashita, Change Strategist, '*10 Ways to Reinvent Your Company*,' suggests,

Clarify what must change first

Make decisions-right or wrong. There is nothing worse than waffling.

Unearth what's true to the company's core--What are we doing that's different from what everyone else in our industry is doing? Why do we exist? What makes employees passionate about their work? What excites our customers?

The challenge for executives is to manage the tension between an expansive purpose and the day-to-day shocks of the business environment.

What are some of the Change Issues that Can be Made to Happen or Effectively Dealt with in Press Releases, Newsletters and other forms of Professional Communications?

Opening or Expansion of New Offices

Press on Projects

Building Equity in a Firm

Branding of the firm [in an area, a discipline, a method or methods, results]

Employee Attraction

Employee Retention

Internal-communications challenges (such as around a merger or changes in leadership)

External Communications around a Merger or Changes in Leadership

Change is a chain reaction, but you have to be deliberate about where you start," says Yamashita. "You can't fix everything at once. The trick is to find the minimum number of leverage points that can make a dramatic impact.

An often overlooked element of the strategy process involves creating a design for communication: How do leaders make their ideas tangible and compelling? Reinforce your messages in everything that you do. Use every ad, press release, and event to tell your story."

Professional communications include

- press releases,
- press kits,
- articles and columns,
- feature stories,
- newsletters,
- white papers,
- mission statements,
- firm bios,
- individual bios,
- brochures,
- website content,
- presentations,
- marketing material,
- professional teaming materials
- speeches/ceremonies/awards

