

Step Change: crisis comms model



**EFFECTIVE
FREQUENCY**



**EMOTIONAL
IMPACT**

If you'd like a step change in communications or any of the other capabilities that will set organisations apart in their ability to deliver value in a changed world have a look at our [Masterclass Series here](#)

Elements of success



What's your
ideal outcome?



What's the
shift?



Are you
prepared?



Who are you
being?



Is the value
clear?

Foundations to build trust



Understand



Validate



Care



RESILIENCE



TRUST

