



PQ UNTERNEHMENSBERATUNG GMBH

- Performance in Corporate Communications -



Integrated Corporate Communications

***Everything may be said in the right tone – nothing in the wrong one!
It's only delicate to find the right tone.***

George Bernard Shaw

- + Integrated corporate communications is a strategic instrument of leadership.
- + Communications is a crucial factor of success in all change projects - we develop target-group oriented messages for all audiences.
- + In external communications f. e. we organize networking and all pr-activities with relevant media and stakeholders.
- + We provide support in processes of internationalization of communications as a result of globalization.
- + We take care of target-oriented communications inside the organization: executive communications (incl. speech writing), employee communications, employer branding concepts and everything in a balanced media-mix in order to assure effectiveness.
- + Our communications concepts are based on business/corporate strategy, -culture, -values and diversity.
- + We develop corporate wording concepts for consistent internal and external communications.
- + Sustainable communications is a matter of course for us.
- + We support you in an efficient meeting culture in order to steer the organization's course.



Fitness-Program for Corporate Communications

Our head is round so that our thinking can change direction.

Francis Picabia

- + Strategic communications management is a chance to create a significant asset to the success of the organization.
- + As companies and organizations are becoming more and more similar, communications help to distinguish.
- + We analyze, structurize and optimize all processes of communications in your organization.
- + With an improvement of processes and systems we cocentrate measures in order to upgrade the whole communication in an integrated manner.
- + We install top down and bottom up communications.
- + We visualize mission statements and strategies to boost effectiveness of communications.



Crises Communications

The best way to prevent a crisis is to anticipate the crisis.

Walt Whitman

- + A crisis plan is ready long before a real crisis arises, crisis prevention includes societal trends as well as the naming of contact persons and checklists.
- + In times of crisis you should always be capable of acting. Defensive positions should be avoided and leadership in information should be secured. Resilient crisis communications has the ability to do so.
- + Crises always need a one-voice policy.
- + Crises e. g. are disturbances of all kinds as well as accidents, product defects, bad headlines, callbacks, scandals of persons, profit, performance et al.
- + Issues management is an early warning system instrument to anticipate crises. We advise you in implementing issues management.
- + Crises communications inwards and outwards create openness as well as transparency and preserve confidence – crises can also be a chance.



Communications Services

It takes to turn a burden into a delight by trick.

anonymous

- + Communications services bridge bottleneck situations, for instance with an overnight-check of manuscripts or presentations.
- + Proofreading and editing of journals, magazines or brochures is often done under immense time pressure because of tough deadlines. Rapid professional editing in first-rate quality is guaranteed.
- + Emergency? Rapid support needed? Please let us know!



Communications Coaching

***It is not enough to talk,
one needs to talk rightly.***

William Shakespeare

- + Communication is particularly the ways and the means by which we talk with each other. The one who communicates rightly wins.
- + Personal authenticity shows strength and credibility.
- + Improvement of corporate communications is more than professional media, perfect processes and the right methods, it is excellent individual communications, too.
- + Individual communication competences support success in face-to-face dialogues, conflicts, negotiations, presentations, speeches or self marketing.
- + Communications coaching ensures to lift personal potentials and capabilities and it helps to use resources to rise within the individual communications abilities.
- + Communications coaching underlines media presence, helps to optimize the image and emphasizes the efficiency of communication.