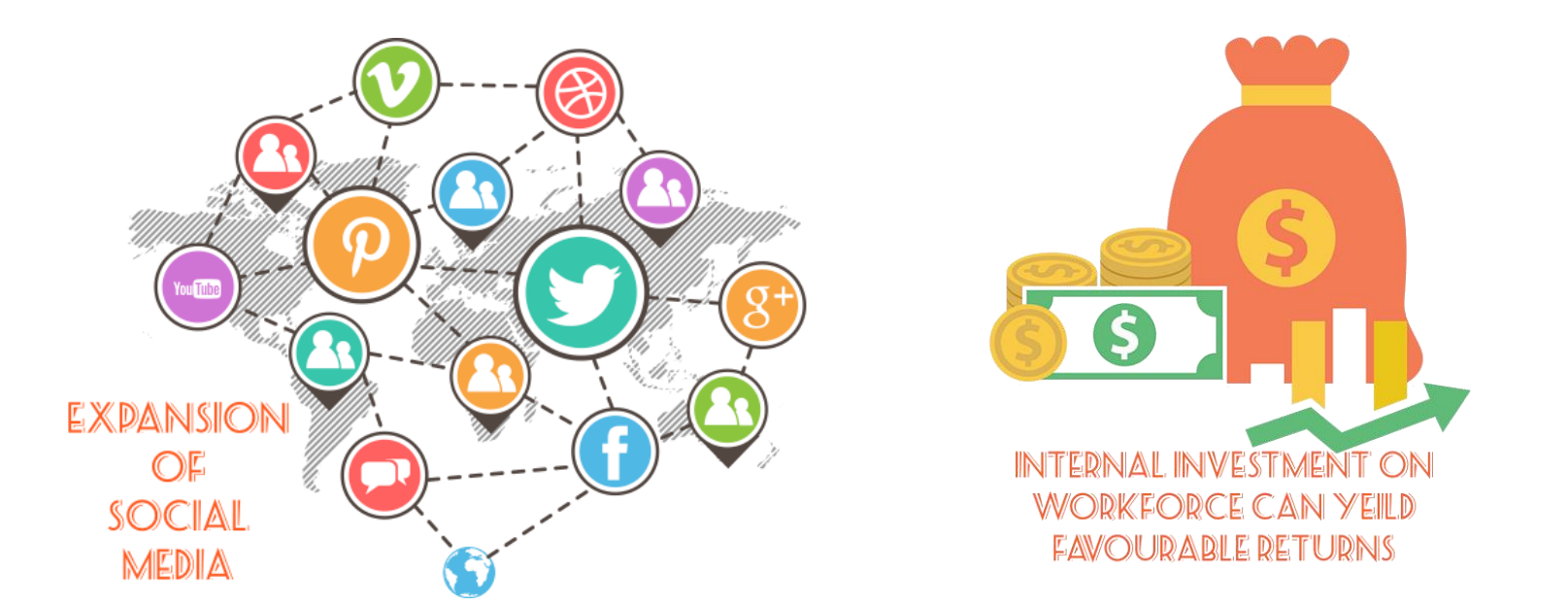


# Workforce Enhancement for Corporate Communication



## ABSTRACT

*Skill set gap in the workforce can create inefficiency and create a gap in desired results.*

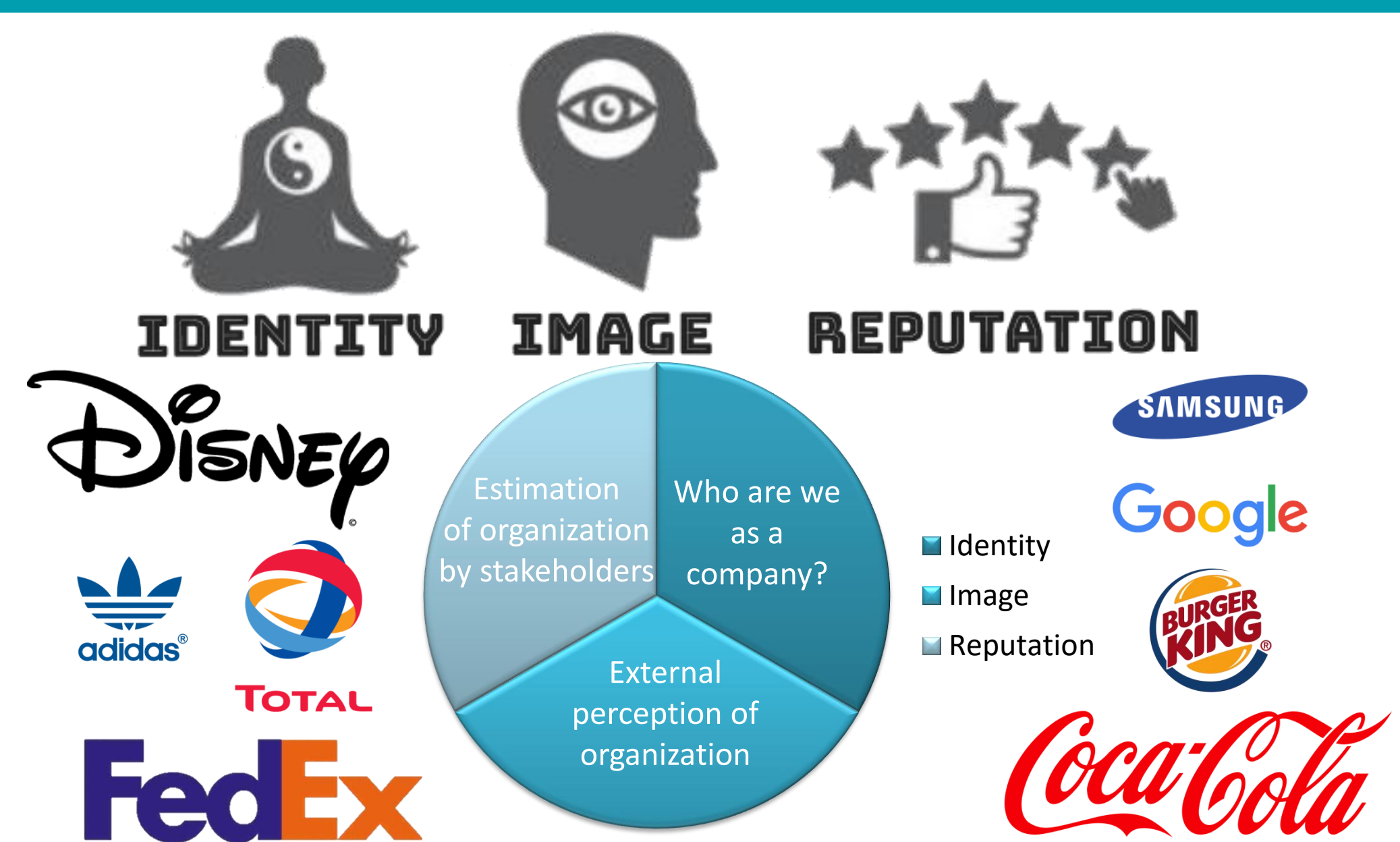


## INTRODUCTION



*We focus on corporations' internal investment in its workforce.*

*Corporate communication strategy results into trust building, loyal consumer, increasing investment or high profits.*



*The focus of CIM is the control over the communication to its employee.*



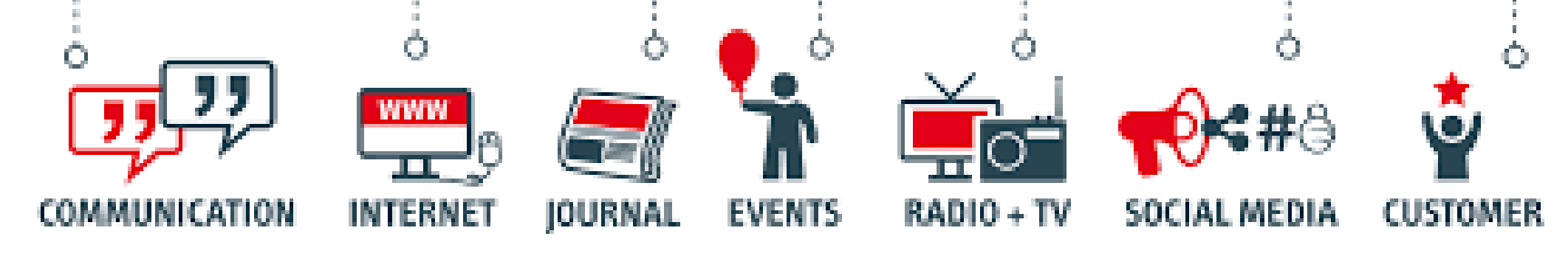
- Reputation in smaller firms can be changed over time, depending on the leadership style.*
- Internal investment can shorten the gap.*



*Firms that engage in CSR will earn the same profit as compared to corporations who do not engage in CSR.*

*Managing CSR communication is a sensitive matter in this digital era it requires trained personnel rather than external expertise.*

## MEDIA RELATIONS



*Timely and accurate information can strengthen the relationship.*



<b>ISSUES IN MEDIA RELATIONS</b>	Social Media Expansion
	False Reporting
	Lack of Workforce Training
	Unauthentic Content Spread
	MR under the Umbrella of PR

## CRISIS COMMUNICATION



*Pre-defined teams can respond to crisis quickly in the initial stages.*

## CONCLUSION

*Training Results into:*

*Strategies to reduce the gap in identity and image.*

*Social media communication management.*

*Successful communication of CSR*

*Counter Measures to false reporting*

*Effective Crisis Management*

*Repair Damage Post-Crisis*

## Recommendation

*Extract analytical data and analyse it to prove the conclusion.*

*Comparative analysis of internal and external management for communication.*

*CSR should be an independent function of an organization.*

*Media relations for an organization should be treated separately than PR.*

*Social media communication should be separate from the department.*

## ENDING REMARKS

*We would like to conclude this presentation by these quotes*

*"The only thing worse than training your employees and having them leave is not training them and having them stay." (Henry Ford)*

*"Customers come second, employees first." (Richard Branson)*