

Exercise: New Model for Communication

Think of major communication and customer relationship initiatives, and decide which type of communication each involves. Notice which types of communication are well represented, and where there are opportunities to do more.

What is your brand currently doing in each of these areas? For each type, assign a percentage of your total communication effort.

PERSUADE + PROMOTE

_____ %

.....

LISTEN + LEARN

_____ %

.....

CONNECT + COLLABORATE

_____ %

.....

ENABLE + EMPOWER

_____ %

.....

