




BUSINESS POWER SESSIONS

How to communicate with impact
in companies:
internal and external communication




The two most important things in any company do not appear in its balance sheet: its reputation and its people.

Henry Ford

quotefancy

To build a reputation, any company uses external communication.
To retain, evolve, and make productive men, she uses internal communication.



The more the perceived value of a business increases through communication, the more consumers are willing to pay for its products and services.

The more a business communicates with their employees, the more they become their ambassadors.



THE DEFINITION OF CORPORATE COMMUNICATION

Organizational communication is the process of listening and sending messages and signs to particular audiences and aiming at improving the image, strengthening its relations, promoting its products or services, in defense of their interests.



THE MODERN CLASSIFICATION OF COMMUNICATION

The same organization will be able to use a wider range of communication types since 18 specific domains can be identified.

PRODUCT COMMUNICATION



This is marketing communication aimed at the consumer to sell the product. The audience is usually perfectly delimited and the message unique: "Unique selling proposition".

B TO B COMMUNICATION



Blending your input and our innovation, we didn't just build a hybrid that's more fuel efficient, we also built a machine that's more productive. The responsive powertrain and hydraulics of the 680E Hybrid Wheel Loader enable you to move more material, while making bucket loading seem effortless. Plus, a noticeably quieter drive-in and 20% reduction in fuel consumption* mean you'll not only be more productive, but also more comfortable and profitable. It's why the 680E Hybrid Wheel Loader offers the gas-fact combination of features for you, and your business. To learn more, see your dealer or visit our website.



johndeere.com/buildingtogether

This is a communication from industrial to industrial.

FINANCIAL COMMUNICATION



It mainly concerns listed companies.
This is the transmission by the company to the
general public of financial information
concerning it.

COMMUNICATION OF INFLUENCE



Called also "lobbying", it is communication that seeks to pressure a decision-maker to influence a decision.

INSTITUTIONAL COMMUNICATION



Designed to improve the image of the company, it mainly targets the general public but can target specific targets (B to B).

CRISIS COMMUNICATION

CRISIS COMMUNICATIONS
EXAMPLE: NUTELLA

The image shows two overlapping web pages. On the left is a Bloomberg Businessweek article titled "Has Nutella-Maker Ferrero Put an End to World Nutella Day?". The article features a large image of Nutella jars and discusses the controversy over the company's decision to end the annual "World Nutella Day" celebration. On the right is the Ferrero website's "May 2013" page, which includes a headline "World Nutella Day: a positive conclusion" and a large image of a Nutella jar. The website text explains the company's decision to end the event and expresses gratitude for the passion of Nutella fans.

This field has greatly expanded in the space of a few years since it no longer only concerns communication around the major industrial risk but any type of crisis.

PROXIMITY COMMUNICATION



It deals with the local communication of the company, it aims at improving the relations between the company and the local actors.

RECRUITMENT COMMUNICATION



Job Fair
Friday 21st October
10am – 6pm

Sheffield Town Hall
Pinstone Street
Sheffield, S1 2HH

Want to know more about **IKEA** employment opportunities?

This event will give you all the information you need about the career opportunities which will be available at the **new Sheffield IKEA**.

Please note! This is an information only event and store vacancies will not be open at this event but you are encouraged to bring your CV.

To find out more contact 0114 283 5600 or email community@thesourceacademy.co.uk

Sheffield City Council | Jobcentre Plus | The Sheffield College | City Centre

It concerns the public of potential or actual young graduates.

INTERNAL COMMUNICATION



The employees form the central public of this communication, which pursues objectives of motivation.

GLOBAL COMMUNICATION



Companies are led to carry out a communication where, after having been standardized for a long time, it tends to take more into account local specificities and expectations following globalization.

COMMUNICATION ON SUSTAINABLE DEVELOPMENT



It intervenes in the wake of communications on the themes of ethics or corporate citizenship.

SENSITIVE COMMUNICATION

5 Shady Secrets About Your Food



Passionate · Persuasive · Powerful
Prevention

It differs from crisis communication in that it aims precisely to avoid any controversy.

COMMUNICATION OF ACCEPTABILITY



**WE DON'T CARE
WHAT'S ON
YOUR HEAD.**

WE CARE WHAT'S IN IT.

We're Lakeridge Health, a leading hospital in the Greater Toronto Area. Our focus is on safety and quality, and we're looking for people like you to join our team of health professionals. Check us out: www.lakeridgehealth.on.ca

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Lakeridge Health

It aims to convince of the utility of a project likely to generate strong oppositions.

NON-MARKET COMMUNICATION



It brings together the communication of NGOs, associations or foundations.

PUBLIC COMMUNICATION



It is composed of the communication of public authorities and local authorities.

POLITICAL COMMUNICATION



It aims to channel political passions in favor of an idea, a party, a man.

EVENT COMMUNICATION



It brings together all communication actions around an event and allows you to work directly with the public.

DIGITAL COMMUNICATION



THE CAMPAIGN THAT TURNED A LOCAL LOVE OF SHARING INTO A LOVE FOR COKE



Until recently, this term used to refer to a technical tool rather than a strategy, except that the explosion of the use of social networks has changed the game.

POUR RAVIVER LA FLAMME DU DÉSIR,
IL SUFFIT PARFOIS
D'UN PEU D'ESSENCE.



ON SE SOUVIENT TOUJOURS DE LA PREMIÈRE FOIS OÙ L'ON A VU LA
NOUVELLE RENAULT CLIO.

CHANGÉONS DE VIE
CHANGÉONS L'AUTOMOBILE



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last seen yesterday at 02:31

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هيدا مش نحنا.

هيدا جونا، هيدا نحنا

إستراتيجية التسويق

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TOTAL

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