



Case Study

Sector: Not for Profit

Assignment: Establishment of Core Values & Core Purpose to Develop More Meaningful Communication to existing & potential stakeholders

Period: 2007

Background:

A small niche Charity, based in Scotland, with influence across Europe in developing Social Responsibility through Public Sector Partnerships, required assistance & guidance on how to develop an understanding of its core values & core purpose to drive improvements in its European stakeholder communications online & off-line

Assignment:

- To establish with the senior executive management team the core values & core purpose of the organisation
- To apply the core values & the core purpose to the development of a stronger brand presence internationally
- To improve and manage communication content & reporting in multiple languages both online & off-line
- To align the small voluntary staff compliment with the core values & purpose

Methodologies:

Use of a values assessment instruments to assess commonality & alignments of values within the management team, voluntary staff & the European stakeholder groups

- Workshops
- Feedback loops

Outcomes:

Over a number of weeks the organisation reached agreement on core values, core purpose, and developed a clear understanding of how these credentials could be immediately applied to all of the organisation's internal & external communication activities

Increased continuity & coherence in activity from the Charities small but dedicated staff

Increased funding from the European Parliament through clarity in positioning & messaging of the Charity

The complete overhaul of all processes & all internal & external communication materials to meet increasingly stringent European compliance & regulatory requirements including Government reporting

Development of a European network of Local Authorities in the Basque & East European accession states working to guiding principles delivered by this Charity client