



2020 CORPORATE COMMUNICATIONS

PLANNING & BUDGETING TEMPLATE

REPUTATIONINSTITUTE.COM



PLANNING & BUDGETING TEMPLATE

1 | Introduction

2 | People

3 | Purpose

4 | Budget

5 | About & Contact



1

INTRODUCTION

Welcome, and thank you for downloading this roadmap designed to help you plan and budget your Corporate Communications strategy.

Who should use this guide?

This guide may be leveraged by anyone taking the lead on mapping or improving a Corporate Communications strategy, from the executive level to expanded team members across an organization.

What is the intended purpose of this guide?

The purpose of this guide is to help Corporate Communications professionals plan a strategy that helps them achieve excellence in purpose-driven internal and external communications and budget planning.

It includes:

- **templates**
- **guides**
- **inspirations**
- **ways to learn more**

What makes this guide unique?

Developed by the team at Reputation Institute (Ri), this is a reputation-first guide.

Only 34% of CorpComm execs are proactively managing reputation.

Reputation is critical to Corporate Communications because it represents the emotional bond key stakeholders have with a company. At Ri we measure that bond with RepTrak - a single, easily communicated KPI that shows how you stack up against 7 crucial business areas that include:

- Products & Services
- Innovation
- Workplace
- Governance
- Citizenship
- Leadership
- Performance

There is no one size fit when it comes to Corporate Communications, nor should there be. Different organizational structures work better in different environments.

Corporate Communication departments manage everything from internal messaging to external crisis communication. We believe that only a complete business system like RepTrak can provide a framework that appropriately measures these many elements in a way that proactively mitigates risk while informing immediate action.



2

PEOPLE

2 | PEOPLE

In this section, you will:

- Identify your company's key stakeholders
- Discover in which markets you need to target this audience

Your first step in planning an effective corporate communication strategy is to identify the people who matter most to your brand.

The goal is for these groups to perceive your organization as one that has a good reputation in those 7 critical business areas we mentioned earlier.

So, who are the people who matter most to your brand:

- [Customers](#)
- [Investors](#)
- [Employees](#)
- [Regulators](#)
- [Market Influencers](#)

Did you know...?

66% of potential employees want to work for companies that have an *excellent* reputation.

Source: Employer RepTrak

To begin any level of deeper planning and strategy, your target audience must be identified to define how to connect with them using the right message, in the right place, and at the time.

People are the stakeholders that support, buy from, invest in, work for, and grant your organization the license to operate when and where it wants.

At Ri, we define reputation as an [emotional bond](#) between stakeholders and companies.

Without this bond, the longevity of your company remains at risk. And it can't be improved until it is appropriately identified, measured, and managed.

Learn more (links):

- [7 Ways to Quantify Reputation](#)
- [Understanding the RepTrak System](#)

Connect with the people who matter most.

Stakeholder groups defined:



Customers / Consumers

This key audience segment is comprised of the people who *buy from* your company.



Investors

These are people who support your business by *investing* financial resources into it.



Employees

Current employees and employee prospects want to *work for* your company and recommend it.



Regulators

Regulators and policy-makers afford your organization a continued *license-to-operate*, especially integral to industries like energy, pharma, and financial services.



Market Influencers

This unique group of stakeholders and individuals is increasingly critical as they have extraordinary influence on the opinions of others.

Connect with the people who matter most...

- a. Rate each stakeholder group in terms of importance to your organization.
- b. Has your organization been effective in reaching these stakeholders?

| Stakeholder Group | a. | | | b. | |
|-------------------|---------------|--------------------|----------|---------------|-----------|
| | Not Important | Somewhat Important | Critical | Not Effective | Effective |
| Customers | | | | | |
| Investors | | | | | |
| Employers | | | | | |
| Regulators | | | | | |
| Influencers | | | | | |

...in the right target markets

- c. Identify which stakeholders matter most in which of your target markets across the globe.





3

PURPOSE

In this section you will:

- Define your brand's purpose
- Find ways to integrate it throughout your organization

The Business Roundtable (a group of CEOs of major U.S. companies) recently released a statement stating that the [purpose of a corporate us to serve all of its constituents](#), putting the interests of employees, customers, suppliers, and communities on par with shareholders.

The purpose of a corporation has traditionally been focused on generating revenue, however Ri's [Global RepTrak \(link\)](#) data reports that the importance of financial performance to key stakeholders has dropped 6.25% in the past three years.

Leaders must play an increasingly pivotal role in stewarding their company's overarching purpose and broader reputation.

This only serves to reiterate that, as a corporate

The importance of financial performance to key stakeholders has dropped 6.25% in the past three years.

communication executive, you are charged to deliver on the promise of your company's brand purpose.

To do this, your brand purpose must first be defined, then aligned company-wide in all messaging and communication (both internal and external), and finally, it must be delivered.

1. Define
2. Align
3. Deliver

Up next are ways to help build or improve your organization's strategy around brand purpose.

Learn more (links):

- [Emphasis on Purpose Reflects New Expectations for Corporate Leaders](#)

Defining Brand Purpose

Inspirational examples

Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future - experiencing the endless human possibility.

— *The LEGO Group*



To empower every person and every organization on the planet to achieve more.

— *Microsoft*

Entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

— *The Walt Disney Company*



Changing business for good — *Virgin Group*

We're committed to making a difference to the planet and to people. By sustainably sourcing our ingredients, promoting fair trade with our suppliers, always being against animal testing, and championing ethical beauty. We share a common purpose to be a force for good.

— *Natura & Co*



Defining Brand Purpose

Spark ideas with your team by answering the following questions

A strong brand purpose focuses on more than revenue and growth, it is inspirational, forward-looking, and speaks to the greater, positive impact an organization aspires to achieve.

What is your existing brand purpose?

Is your company communicating its brand purpose through all of these channels? *(pro tip: it should be!)*

- | | | | |
|--------------------------|--|--------------------------|----------------------|
| <input type="checkbox"/> | Website | <input type="checkbox"/> | Social Media |
| <input type="checkbox"/> | Print Media | <input type="checkbox"/> | Executive Leadership |
| <input type="checkbox"/> | Advertising | <input type="checkbox"/> | Messaging |
| <input type="checkbox"/> | Internal Communications (intranet, employee app, HR, signage, swag) | | |

Which (if any) of your key business stakeholders know your brand purpose? *Can they recite it!?*

- | | | | |
|--------------------------|--------------------|--------------------------|------------|
| <input type="checkbox"/> | Customers | <input type="checkbox"/> | Employees |
| <input type="checkbox"/> | Investors | <input type="checkbox"/> | Regulators |
| <input type="checkbox"/> | Market Influencers | | |



4

BUDGET

4 | BUDGET

In this section, you will:

- Learn what to consider when driving a purpose-driven, corporate communications budget
- Access a budgeting template to prioritize your 2020 line items and track costs

Communications executives are responsible for a variety of major corporate initiatives. Not the least of which include:

- Media partnerships
- Internal communications
- Crisis communications
- Events
- Reputation

It's critical in any budget to leave room for an emergency, but it's perhaps even more crucial for Corporate Communication department budgets. Corp Comms teams need to be especially proactive

For example, are there tools, like RepTrak that will help you measure and manage the impact of a potential risk *before* it happens so actions may be taken to prepare.

We've divided this 2020 Corporate Communications Budget Template into Media, Reputation, Internal Comms, Risk, and Enterprise.

Did you know...?

The most reputable companies outperform financial markets in the U.S., France, and the U.K.

Source: Global RepTrak

The reputation line item could include global corporate perceptions by target markets, leadership, employees, risk, and more.

Every budget will look different, but these are the top areas that should be considered on most typical Corporate Communication department budgets.

The template is designed to help you manage budget against actual spend per month and quarter while tracking what remains for the year.

Learn more (links):

- [Assessing the Excellence of the Corporate Communications Department](#) [white paper]
- [ROI of Reputation](#) [infographic]

Access your 2020 Corporate Communications Budget Template

- a. Click [this link](#) or the image below
- b. Read sheet 2, "How to use this template"
- c. Begin budgeting!

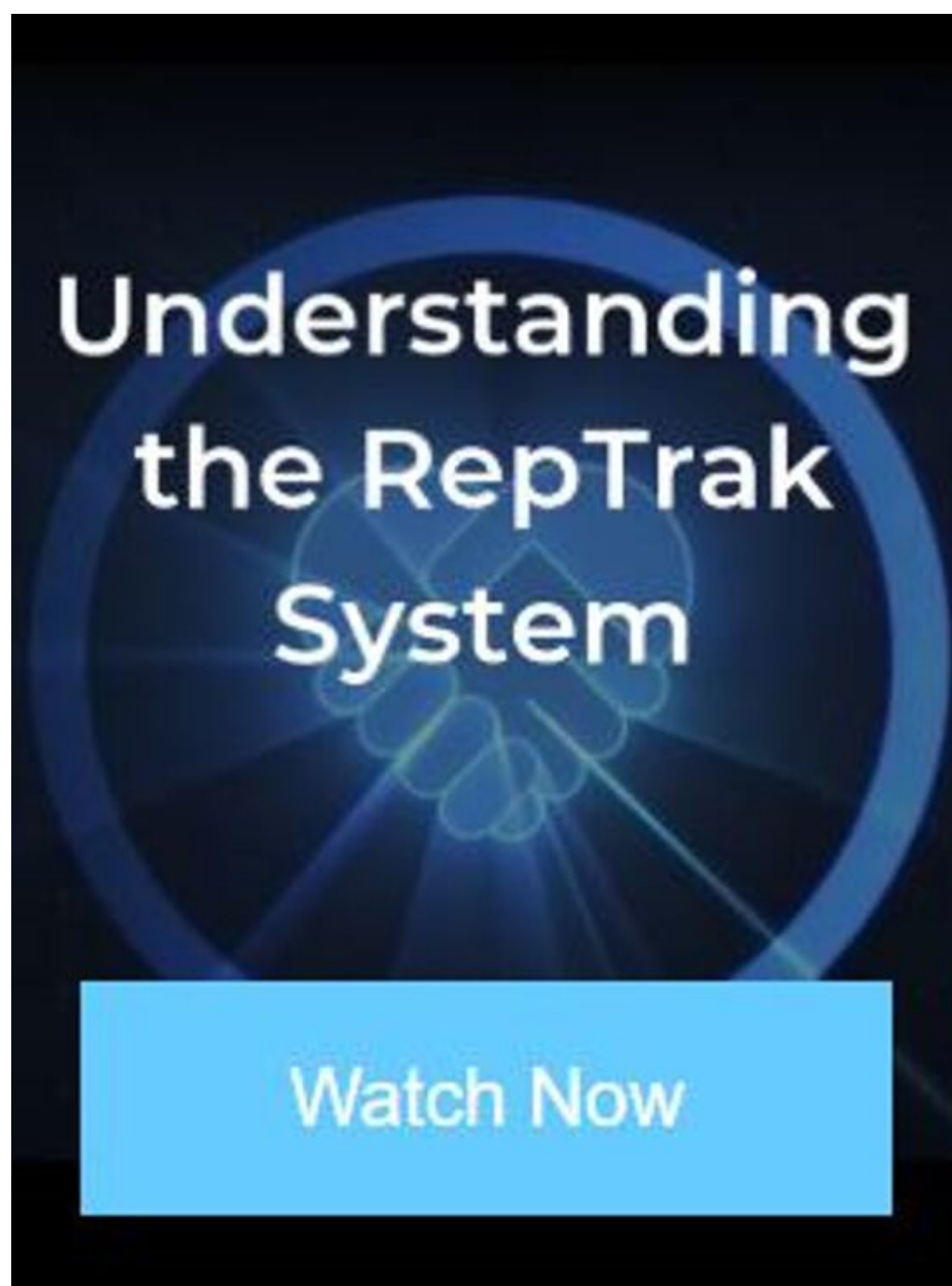
| 2020 Corporate Communications Budget Template | | | | | | | | | |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|--------------------|---------------|
|  | Jan | | Feb | | Mar | | Q1 | | |
| | Budget | Actual | Budget | Actual | Budget | Actual | Budget | Actual | Remainder |
| MEDIA | | | | | | | | | |
| Events (sponsored) | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Events (speaking) | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Print collateral | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Press release development/services | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| REPUTATION | | | | | | | | | |
| Global Perception | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| CEO/Leadership Tracking | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Employee Perception | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| INTERNAL COMMS | | | | | | | | | |
| Global signage | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| SWAG | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Employee mobile app | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| RISK | | | | | | | | | |
| Measurement | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Crisis Communications | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| ENTERPRISE | | | | | | | | | |
| Publications | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Travel & Expenses | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| Misc | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 1,500.00 | 1,500.00 | 0.00 |
| TOTAL | \$7,500.00 | \$7,500.00 | \$7,500.00 | \$7,500.00 | \$7,500.00 | \$7,500.00 | \$22,500.00 | \$22,500.00 | \$0.00 |



About Reputation Institute

Reputation Institute (Ri) helps leaders at the world's largest companies build credibility with the people who matter most to them by delivering data-driven insights about how they are truly perceived. We do this with RepTrak, an unrivaled technology that provides actionable insights across industry, competitor, and country analysis.

Learn more about RepTrak



REPUTATIONINSTITUTE.COM

+1-617-758-0955

MARKETING@REPUTATIONINSTITUTE.COM