



Dr Neryl East



# COMMUNICATION AUDITS AND STRATEGIES

*Be heard. Stand out. Command Influence.*

## Don't risk your organisation's reputation through poor communication

Here's the problem: we're so busy doing the day-to-day work we forget to take a broader look at how our business is really performing – especially in the critical area of communication.

If you're not hitting the mark every time you communicate – on screen, on paper and in person – you're wasting money and time. Even worse, there's a good chance you're turning people off in droves.

As an expert on reputation, credibility and influence, Neryl East conducts health checks of organisations' digital and on-paper communication and develops highly effective communication strategies.

### Communication audits

Neryl visits your organisation to get to know your brand and what you need to achieve from your communications.

She'll take away as many communication samples as possible, then carry out her expert appraisal of your digital and hard copy communication pieces.

You'll get a detailed report and steps to move your communication from ordinary to outstanding.

### Communication strategies

In today's reputation-driven world, it's not enough to communicate in an ad hoc, reactive way. Savvy organisations know that to get their message across effectively, their communication must be deliberate, consistent and sustained.

Neryl has worked with many organisations to develop communication strategies and action plans, both for specific projects and to build reputation across the whole business. Strategies can be developed as a stand-alone or in conjunction with a communication audit.

## What participants say about our strategic communication services:

*"Her insights and experience in helping us map our experience was invaluable in identifying key communication targets, goals and strategies."*

- CEO, not-for-profit organisation

*"I found her advice to be invaluable, to the point and most importantly to be relied upon."*

- Michael Willis, former General Manager, Shellharbour City Council

*"I personally found her an invaluable sounding board throughout the restructure process. I am sure that our restructure would not have been as successfully implemented as it has been without Neryl's input and contribution.."*

- CEO, childcare organisation

### About Dr Neryl East CSP

Neryl has more than 30 years experience as a professional communicator, including over a decade as a journalist in television, radio and print.

She is a Certified Speaking Professional (CSP), an international designation awarded to only a small percentage of outstanding speakers worldwide. Neryl has a PhD in Journalism and is the recipient of national journalism awards. She's an Amazon best-selling author on communication and media and a highly skilled and qualified educator. Neryl is also a sought-after adviser to government, business and not-for-profit leaders.

Contact: [info@neryleast.com](mailto:info@neryleast.com)