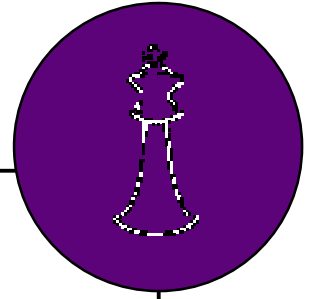


DEVENEY COMMUNICATION

STRATEGIC ANALYSIS AND PLANNING



The idea is simple: planning equals results.

Strategic analysis and planning starts with research and clearly defining an organization's challenges and opportunities. Efforts are focused to overcome the challenges and capitalize on the opportunities. Planning directs available resources as efficiently and effectively as possible.

Deveney Communication's finely tuned COMPASS™ (Communication, Planning, Analysis + Strategy = Solutions) system maximizes the strategic analysis and planning system to provide each client with a customized foundation for success.

Strategic Analysis

Here, we meld our marketing and communication expertise with your insights. This is a powerful and effective first step in garnering the crucial feedback and support needed to establish a shared vision and a plan of action.

The result is a more complete understanding of your goals, needs and desires.

The objective of strategic analysis is to develop the background and dialogue necessary for your organization to develop an effective and efficient approach to augmenting communication and marketing efforts surrounding the building of your brand. The strategic analysis process helps articulate questions that ordinarily may not be addressed. In turn, this creates a more successful and sound marketing guide.

In facilitating a strategic analysis, we make certain that leaders are asking themselves the right questions to identify and prioritize your most strategic goals as a guide for planning.

Strategic analysis components include thought-provoking exercises and techniques that we use to get to the heart of an organization's communication needs.

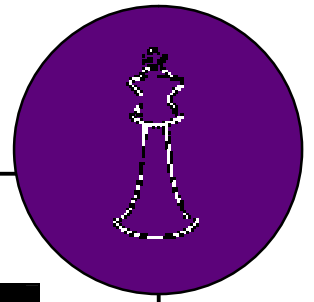
Working with you, we identify and prioritize issues and topics to be discussed, as well as the exercises and techniques that will be facilitated. Examples of useful exercises are:

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Component	Description
Self-Exploration	<i>Leaders communicate their roles and responsibilities on an individual basis, identifying past successes and current challenges</i>
Positioning	<i>Understanding an organization's background and how it fits into the markets it serves</i>
S.W.O.T	<i>Focusing on critical internal and external issues most likely to impact the organization</i>
Mission Statement Assessment	<i>Assessing the current mission statement, analyzing and modifying it as needed</i>
Vision	<i>Fine-tuning your vision by drawing on your beliefs, mission and environment while incorporating core values</i>
Brand Essence	<i>Analyzing the attributes, benefits, values and personality of an organization to further develop its brand</i>
Strategic Planning Discussion	<i>Planning the initiatives that will meet the goals and objectives identified through other strategic analysis components</i>

Strategic Analysis Synopsis

In addition, we draft a synopsis of the session outlining and distilling results of the discussion, setting next steps during the process. The synopsis is disseminated to each participant and will serve as a resource for future planning and marketing efforts.

Strategic Planning

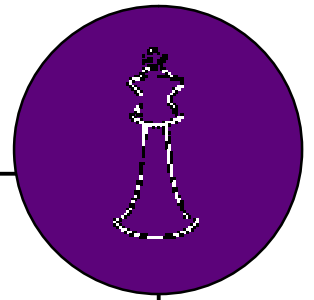
Once we have established marketing and communication goals, we can advise and counsel on effective ways to accomplish them. We craft marketing recommendations and guidelines with specific goals, objectives and timelines that address the organization's needs and

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achieve specific business objectives. We can also fashion key messages and identify distinct target audiences as part of this process.

Our strategic planning background includes considerable success in:

- Media analyses
- Focus groups
- Executive interviews
- Communication and marketing audits
- Gap analyses
- Culture, awareness and recognition measurements

Communication Support and Counsel

Strategic planning is ineffective when relegated to just the first few days of the marketing effort. Our analysis and evaluation of the work, its effectiveness and the challenges and opportunities that surround any organization is an ongoing process.

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