

Communicating for Organizational Alignment



STRATEGIC COMMUNICATION COLLECTION

1 Week Experience

Leaders often struggle to generate strategic alignment among stakeholders, especially when aspects of strategy implementation involve resistance or competing priorities among different constituencies. To overcome this, leaders can build key competencies that are often overlooked during strategic communication.

In this experience, participants will learn how to craft and tailor communications to cultivate alignment among stakeholders involved in executing a strategic goal. They will gain the tools needed to clearly define the goal of their communication, effectively target their audience, and craft communications that are effective in the context of the organizational culture.

Estimated Time Commitment: 2.5–3 hours

Faculty Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

Key Learnings

- Defining Communication Objectives
- Analyzing Constituencies
- Processes and Cultures of Corporate Communication
- Communication Style: Control Vs. Audience Involvement
- Managing Through Challenges and Resistance

Assignment Details: Create an Action Plan

- Identify a strategy change currently being met with resistance by one or more stakeholders
- Conduct an audience analysis and plan tailored communications towards generating alignment
- Define and monitor key measurements of success

Faculty Director: Paul Argenti



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Paul Argenti is Professor of Corporate Communication at the Tuck School of Business. His recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility—issues on which he consults for organizations.