



KATO Services

KATO launches Strategic Communications department

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Strategic Communications key to assisting operational efficiency

KATO Consulting believes that effective communication strategies are a key determinant of business success and so has developed a service which addresses both external and internal communication activities.

Following the results of its latest survey, which reveals that 80% of firms admit to neglecting staff opinion when forming business strategy, KATO Director, Andrew Jenner, said: "Now more than ever in the midst of the economic recession, firms should improve their communication strategy to help achieve business objectives, but equally to help maintain internal morale and motivation."

The new department combines more than 20 years experience and its approach is one of understanding the environment in which clients evolve and their business objectives,

so as to propose the appropriate communication strategy. The team will analyse the different flows of information and communication and compare the external and internal image of the practice to the strategy it has set to achieve its business objectives.

KATO will work with clients to:

- Understand their business objectives so as to define their communication strategy.
- Develop and implement an appropriate communication plan.
- Direct the communication activities in accordance with internal and/or external requirements.
- Orchestrate the best possible means of communicating their messages.



- Monitor and evaluate the effectiveness of the solutions that it proposes.

KATO will provide effective, tailor-made solutions to the business and communication challenges its clients face. Indeed, the expertise within KATO and the depth of its experience, allows it to provide clients with an extensive array of communication services, helping to navigate them through the challenging waters ahead.

The new team comprises wide-ranging experience in strategic communications and has worked across a broad range of industry to successfully assist clients to achieve their goals. Moreover, it assisted the development and implementation of the communication strategy of the European Federation of Accountants in Brussels and worked as the communication coordinator of the national accounting institutes of the Federation's member bodies. ■