

GLOBAL NON-PROFIT ORGANIZATION

Enhancing Organizational Communication Strategy for a Non-profit's Key Portfolio

1400 employees
Washington DC, US



OBJECTIVES

A multifaceted nonprofit organization operates various programs that address critical societal issues. The organization had recently become aware of a communication challenge within one of their primary portfolios. The primary objective was to empower the organization to communicate about the portfolio's work and impact confidently and consistently.

OUR APPROACH

Our approach looks at the organization as a whole, unlike more siloed approaches. We take a holistic view, in which it's not just about solving one problem; it's about understanding the interconnectedness of all parts of an organization and optimizing them to work better together. We look at the interplay between the inputs from the environment, strategy, structure, processes, rewards, and people. In many cases, the problem that the client presents to us is only a symptom of an underlying problem. It's our mission to peel off the layers of the onion to get to the real cause of our clients' issues.

Our process for this client began with a deep dive into the organization's communication ecosystem. We initiated a comprehensive analysis to understand the current communication practices surrounding the portfolio. We conducted 12 in-depth interviews across a spectrum of roles, regions, and functions, not just to gather data, but to understand the unique dynamics at play.

OUR INSIGHTS

1. Underlying Organizational Structure Challenges

Our investigation unraveled that the communication challenges were symptomatic of deeper structural complexities. It was a complex integration of the new portfolio into the organizational structure. There were opportunities to build consistent alignment and awareness both internally and externally around the new program. This strategic realignment is a critical value we bring, going beyond surface-level fixes to fortify the organizational foundation.

2. Strategic Communication Alignment

We saw an opportunity to align the new portfolio's messaging with the organization's overall goals, ensuring it resonates with both internal culture and external stakeholders. We addressed uncertainties in data and terminology for clarity and consistency, which hindered the advancement team to confidently promote the program. This approach not only integrates the new portfolio but also strengthens the organization's narrative, fostering a more connected and impactful communication strategy across all levels.

3. Cultivating Cohesive Communication

We identified that employees were looking for support on how to communicate the new portfolio's message consistently across the organization's diverse audiences. Access to resources, like storytelling and cultural sensitivity, help ensure consistency and clarity in internal and external communications. This approach not only bridges communication gaps within a globally diverse team but also empowers every employee to effectively represent the complex portfolio.

AT A GLANCE

KEY INSIGHTS

- Underlying Organizational Structure Challenges
- Strategic Communication Alignment
- Cultivating Cohesive Communication



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CEO and Founder

Niki is currently a graduate student in the MSOD program at Pepperdine Graziadio Business School, where she consults internationally and focuses on strategic leadership, change management, and personal development.