



Nordic
Culture Point

Youth Leadership training

Communication and marketing in an organisation

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Femina ry



Communication and marketing are essential components of any successful organization.

Effective communication ensures that information is conveyed accurately and efficiently to all internal and external stakeholders.

On the other hand, marketing helps to create a favourable image of the organization and promote its products or services to the target market.





Communication

slido



Why communication tops the list of most sought-after skills among employers, according to a LinkedIn survey?

ⓘ Start presenting to display the poll results on this slide.

What is Communication?



important facet of life as the skills to communicate are essential in all spheres of life. This is one of the most valuable life skills to be learned to be able to communicate effectively.



process of sending and receiving messages through verbal and non- verbal means as shown in the following picture.

Effective communication within an organization helps to create a positive work environment, increase productivity, and ensure that all members of the organization are working towards common goals.

What is organizational communication?



Organizational communication is the process by which the activities of an organization are gathered and coordinated to achieve the goals of both individuals and the organization.



The flow of information that occurs in an organization, but the flow of information has structure, direction, and process.



Verbal communication refers to the use of words or language to convey a message, while nonverbal communication refers to the use of body language, facial expressions, and gestures to communicate.

VERBAL

- Giving a speech or presentation
- Having a conversation with someone
- Asking a question
- Writing an email or text message
- Making a phone call
- Leaving a voicemail message

NONVERBAL

- Smiling or frowning
- Nodding or shaking your head
- Making eye contact or avoiding eye contact
- Crossing your arms or legs
- Leaning in or away from someone
- Using hand gestures or facial expressions to emphasize a point

In a conversation, both verbal and nonverbal communication can convey different meanings and messages. For example, saying "I'm fine" with a flat tone and crossed arms can indicate that someone is not actually fine, while saying "I'm fine" with a smile and relaxed posture can indicate that everything is okay. Understanding both verbal and nonverbal communication is important for effective communication and building strong relationships.



Internal communication refers to the exchange of information and messages between individuals and teams within an organization. External communication, on the other hand, refers to the exchange of information and messages between an organization and external stakeholders, such as customers, suppliers, shareholders, and the public.

INTERNAL

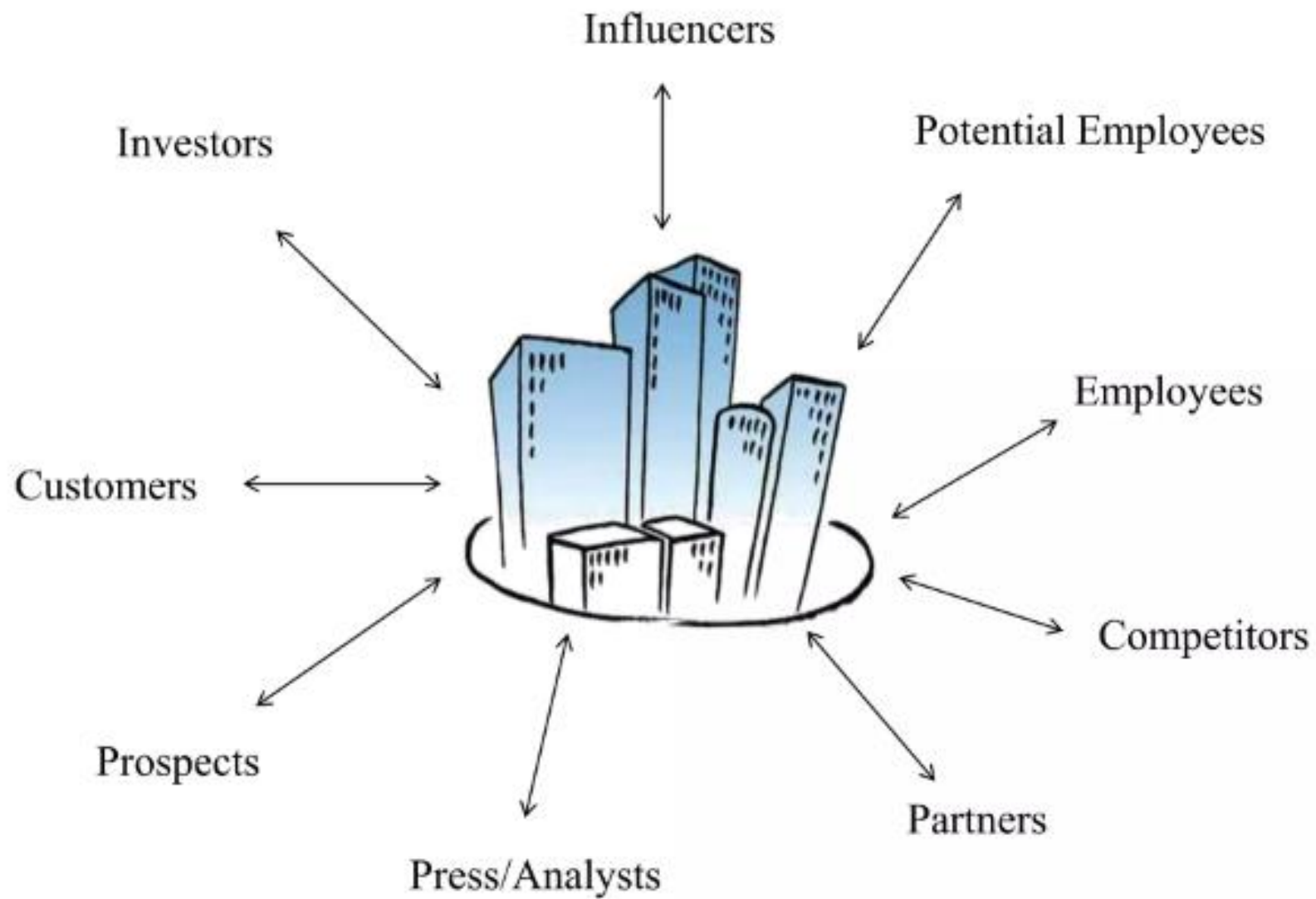
- Emails or memos sent within the organization
- Meetings or conference calls between team members
- Company-wide announcements or newsletters
- Internal social media or chat platforms
- Performance reviews or feedback sessions

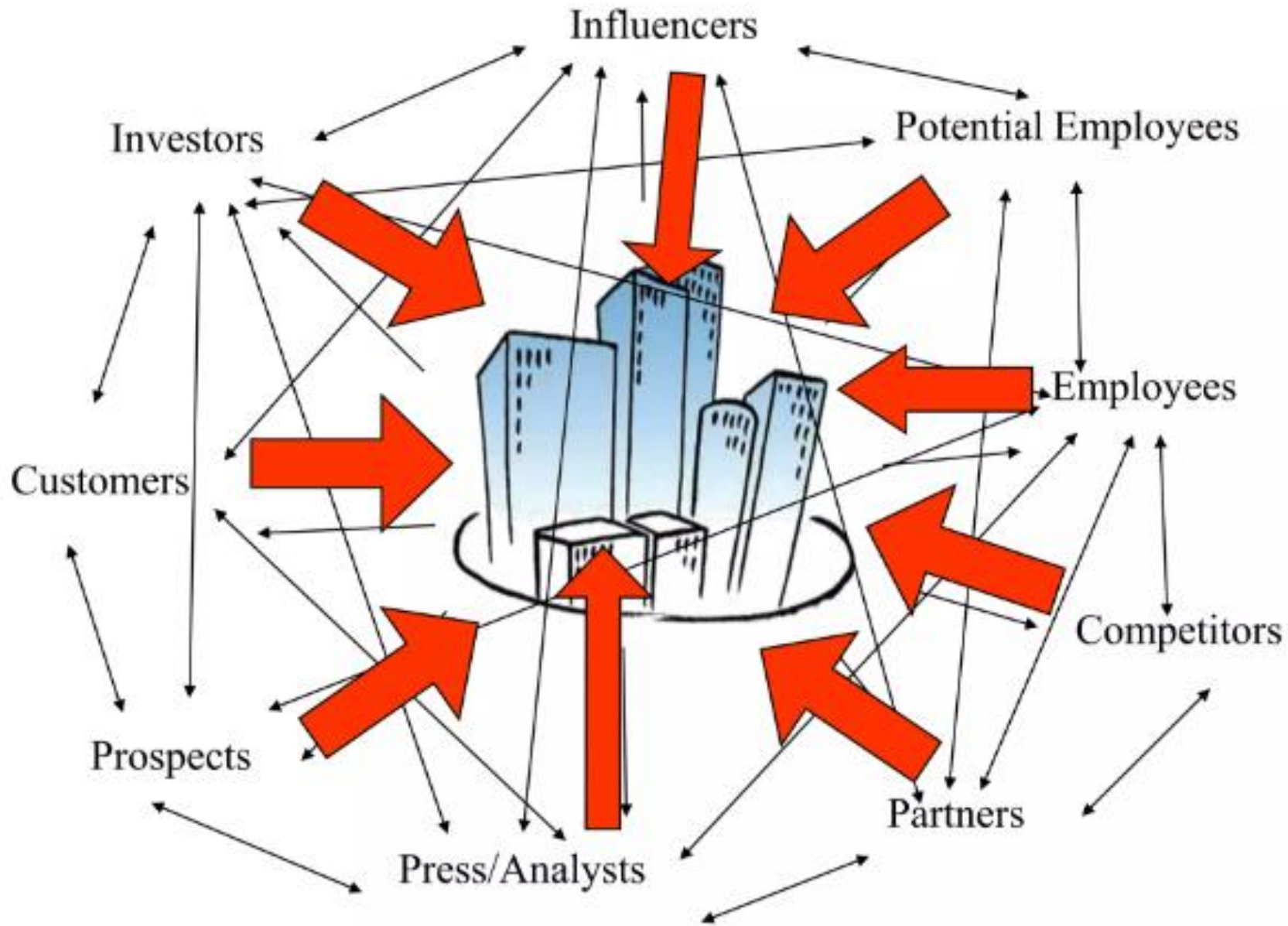
EXTERNAL

- Marketing and advertising campaigns targeting customers
- Sales calls or meetings with prospective clients
- Press releases or media interviews with journalists
- Investor relations communication with shareholders
- Public relations communication with the general public

Both internal and external communication are critical to the success of an organization. Internal communication helps to ensure that all team members are aligned and working towards common goals, while external communication helps to build relationships with customers, suppliers, and other stakeholders. Effective communication both internally and externally can help to build trust, increase productivity, and enhance the organization's reputation.







A communication plan is a document that outlines how a company or organization will communicate with its various stakeholders, such as employees, customers, partners, and the media.

1. Identify your audience: Determine who your target audience is, what their needs are, and how they prefer to receive information.

2. Define your message: Clearly articulate the key messages you want to convey to your audience. Make sure they are consistent with your company's goals and values.

3. Choose your channels: Decide which communication channels are best suited for your audience and message. This can include email, social media, newsletters, press releases, or events.

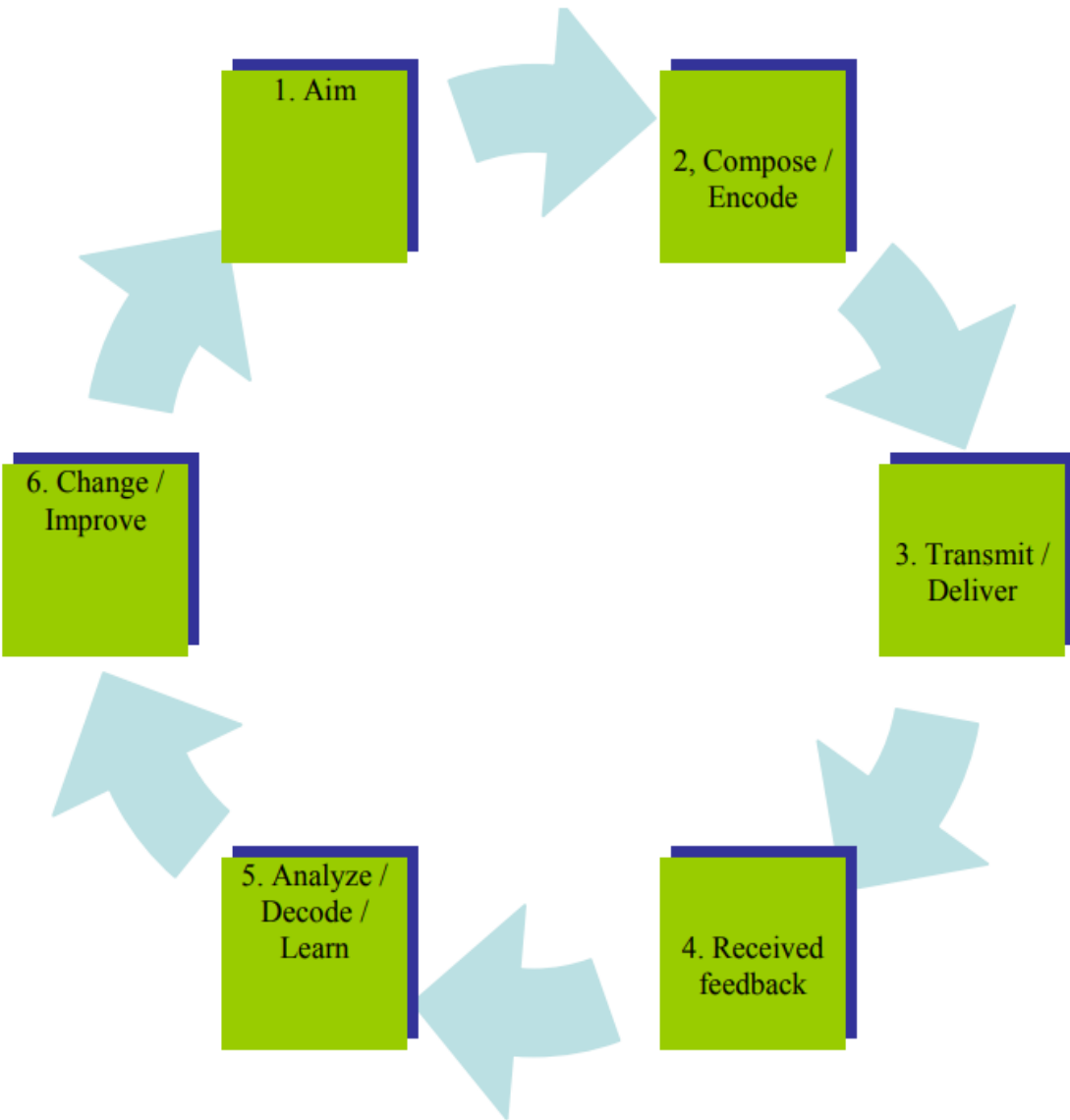
4. Create a timeline: Develop a timeline for when and how often you will communicate your message to your audience.

5. Identify resources: Determine what resources you will need to execute your communication plan. This can include staff, technology, or budget.

6. Assign responsibilities: Clearly define who will be responsible for executing each component of the plan.

7. Monitor and evaluate: Continuously monitor and evaluate the effectiveness of your communication plan. Make changes as needed to ensure your message is reaching your audience in the most effective way possible.

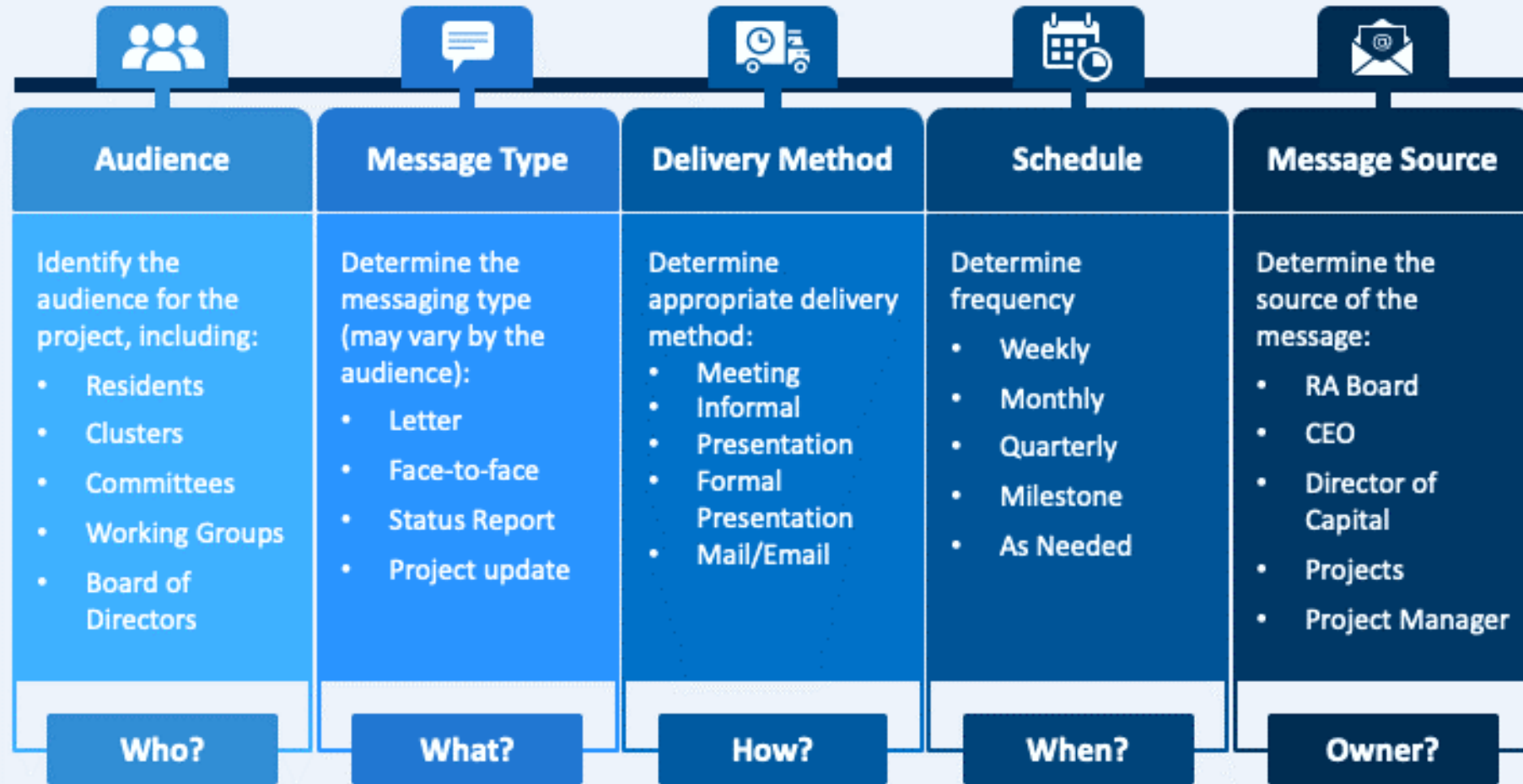




- To whom am I communicating?
- What message am I trying to send, and what am I trying to achieve with it?
- Why do I want to send this message?
Do I need to send it at all?
- What do I want my audience to feel?
- What does my audience need or desire from this message?
- What do I want my audience to do with this information?

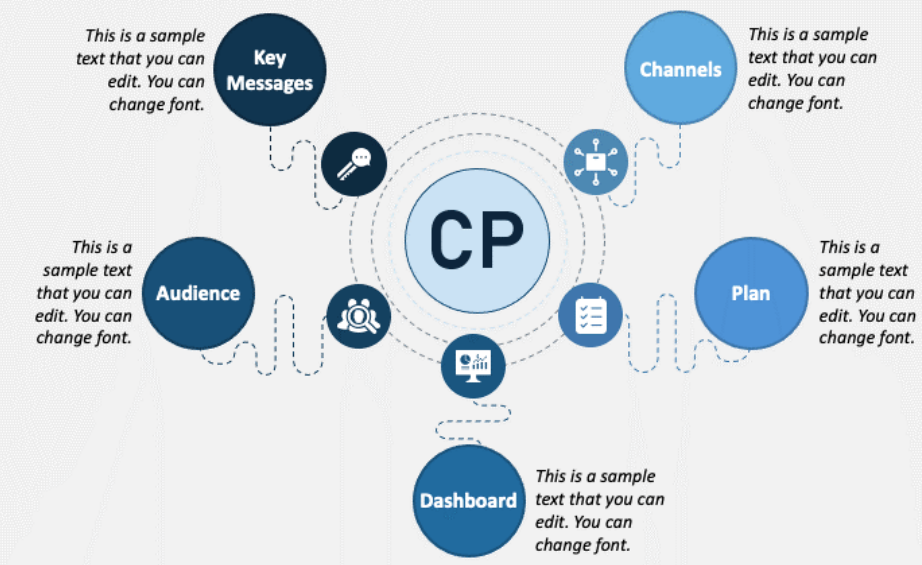
COMMUNICATION PLAN

Communication Plan Components



COMMUNICATION PLAN

Enter your sub headline here



Stakeholder Information

Person	Role Title	Frequency	Format/Channel	Notes
Ben Aston	VP of Communications	Major Milestones	High-level timeline/budget/progress update via email	Prefers to see final approved files only
Patrice Embry	Communications Project Lead	Weekly	Weekly-check in meetings, emails (CC)	Final approval on milestones, strategic direction if needed
Natalie Semczuk	Communication Coordinator	Daily	Weekly check-in meetings, daily emails as needed	Go-to contact for needs, questions, deliverables, etc. Pulls in others as needed

What	When	To whom	How
Newsletter	Every Friday	All members	E-newsletter
			Printed version available in the clubhouse
New member open day	12-Jun	All members and visitors	Email
			Posters
			Car leafleting
Societies promo	1 February, 1 June	Members in societies	Email
Business days promo	1 February, 1 June	Working members	Email





International Conference on Gender Equality & Human rights

5-7th February 2023, Helsinki, Finland
Scandic Helsinki Aviacongress



 Nordic
Culture Point

 Nordic Council
of Ministers

 KÜSK National Foundation
of Civil Society

KOKONAISLAATU

8,7/10.

VIESTINTÄ

9,2/10.

ORGANISOINTI

9,6/10.

YLEISARVOS

9,52/10.

<https://genderjourney.eu/>

OSALLISTUJAT

89



39

1

28

16-25

26-30

30+

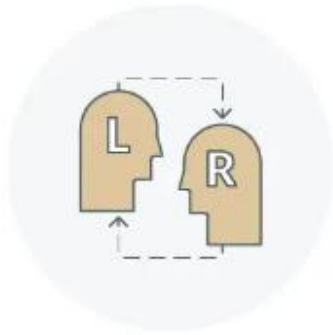
33

8

27

Esityksen pitivät

Merja Kähkönen (Suomen Naisasiainneuvosto),
Jenni Kauppila (UNA), Shamsul Alam (Vasemmistoliitto),
Evelyn Neudorf (Tallinnan yliopisto), Reet Laja (ENUT),
Susanne Kallanvaara (Burgårdens Gymnasium, Ruotsi),
ja Astrid Elkjær Sørensen (Århusin yliopisto, Tanska).



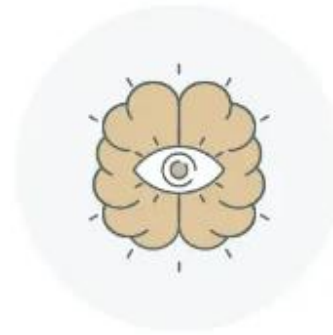
EMPATHY

for listening
and respect



PAUSING

to improve listening
and clarifying skills



INTROSPECTION

to improve
self-understanding



TURN-TAKING

to improve
self-regulation skills



ESTABLISHED PROCEDURES

to include non-verbal
communication



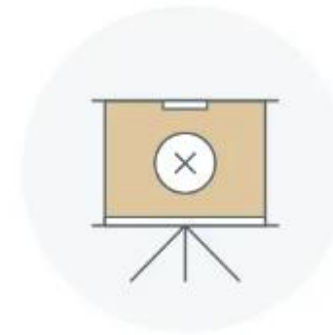
CONVERSATION SKILLS

for productive
dialogue



RESPECTFUL VOCABULARY

to avoid heated
conversations



PRACTICE IN NATURAL SETTINGS

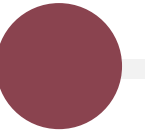
to raise confidence for
different situations

Back to back

How to play: Have players split into two teams and face away from one another. One player gets a picture, and the other receives paper and drawing materials. The person with the image describes what and how to draw the image without identifying it. After ten minutes, players swap roles.

After each team member has described the object and produced an image, they can compare their work and see who made the most accurate drawing.







Marketing

Marketing is an essential function of any organization as it involves understanding customers' needs and wants and developing strategies to satisfy those needs while achieving the organization's objectives.

Marketing helps an organization

1. Building brand awareness: Through marketing, an organization can create brand awareness by promoting its products or services to potential customers.

2. Creating a competitive advantage: Marketing can help an organization differentiate itself from its competitors by emphasizing its unique selling points and value proposition.

3. Increasing sales and revenue: Effective marketing campaigns can lead to an increase in sales and revenue by attracting new customers and retaining existing ones.

4. Developing customer loyalty: Marketing strategies can help an organization build strong relationships with its customers, leading to increased customer loyalty and repeat business.

5. Gathering customer insights: Through market research, an organization can gain valuable insights into customers' preferences and behavior, allowing it to tailor its products and services to better meet their needs.



What Are You Trying To Market?

Market Positioning

- Mention Your Key Strategies/ Comments Here
- Text Here
- Text Here
- Text Here



Key Attributes Of Your Product/Solution

- Mention Your Key Strategies/ Comments Here
- Text Here
- Text Here
- Text Here



Price Positioning

- Mention Your Key Strategies/ Comments Here
- Text Here
- Text Here
- Text Here



Business Model

- Mention Your Key Strategies/ Comments Here
- Text Here
- Text Here
- Text Here





Five-Minute Pitch

Each team pick a random object from the office.

The object can be any item like a notepad, a desk, or a laptop.

Then, each team will get five minutes to decide and pitch for the product.

All the teams will come on the stage one by one, pitch their product, and try to convince the audience to purchase.

- What Is The USP Of Business?
- How Are You Better Than Competitor?
- Add Text Here



Strengths



Weaknesses

- What Sort Of Skills Require To Work On?
- What Are The Require Resources?
- Add Text Here

SWOT

- Are There Any Untouched Potential Market Areas?
- Add Text Here



Opportunities



Threats

- What Are Our Competitors Doing That We Are Not?
- Are There Any Government Regulations That Could Hamper Our Business?
- Add Your Text Here.

1. Brainstorm the FACTORS:

1. *Political*
2. *Economic*
3. *Social,*
4. *Technological*
5. *Environmental*
6. *Legal*

2. Prioritise:

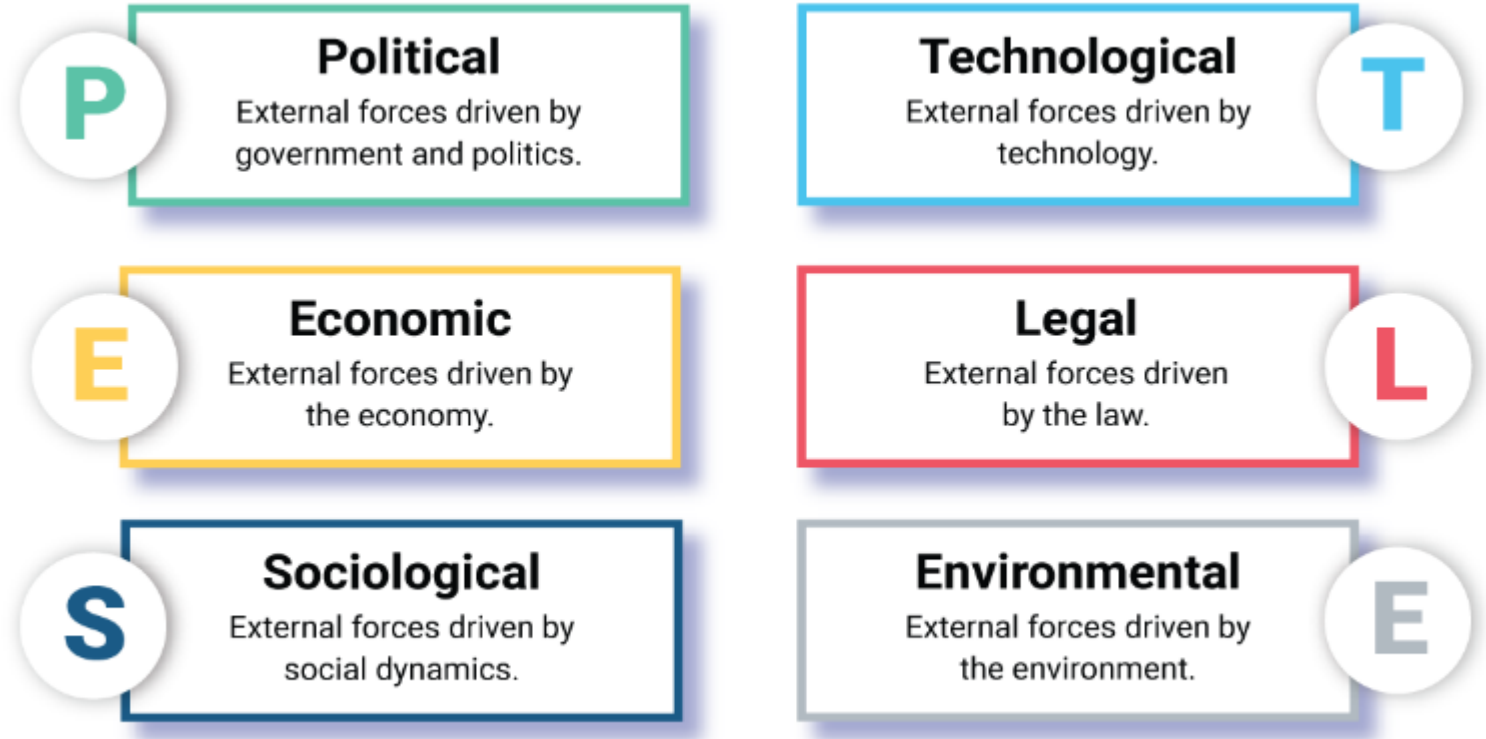
1. Organise the list of items you have made for each area with most important at the top.
1. Don't spend too long at this stage.
2. Just make rapid lists.

3. Focus on the most important:

1. Take the top 6 items in each of the 6 lists.
2. Score the impact: Low, Medium, High.

4. Present it:

1. Arrange the findings onto a 1-side document format.
2. Use a pestle analysis template
3. Promote it, so that your team bears these factors in mind.



Used in tandem with a SWOT Analysis, a PESTLE analysis helps your organization **examine external factors and megatrends that could influence your organization's opportunities and threats.**





**Can Benefit Convince
Target Markets?**



Is It Profitable?



**Can Target Markets Be
Reached With Cost
Effective Media & Trade
Channels?**

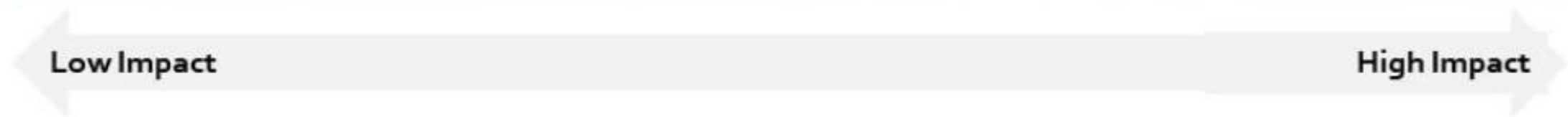
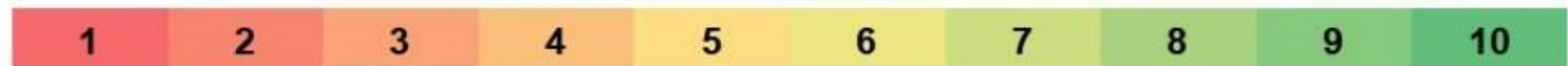


**Are Benefits Better
Than Competitors?**

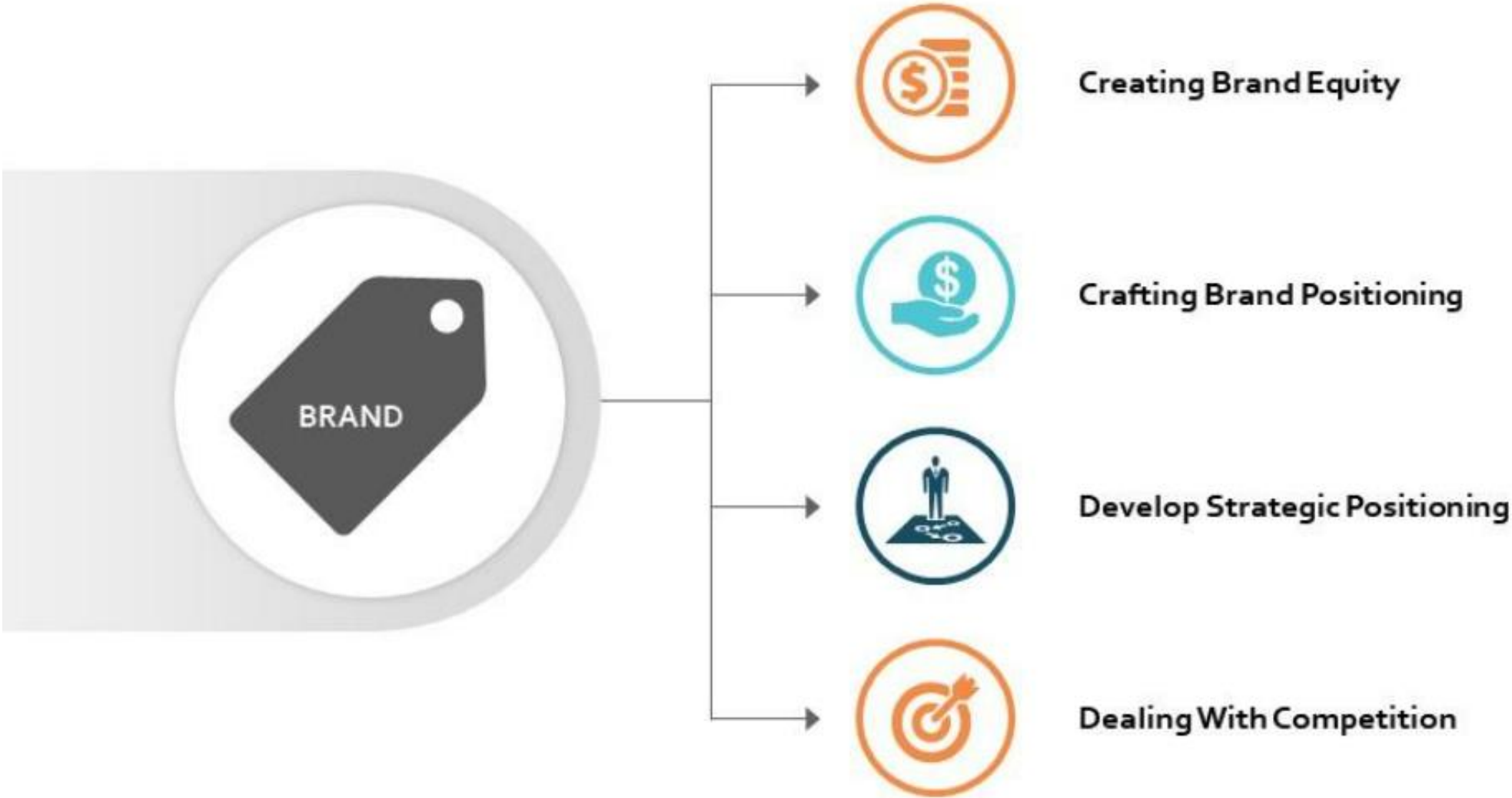


**Possess Resources
To Deliver Benefits?**

	Text Here	Millennials			Gen X 33-49	Baby Boomers 50-68	Matures 69+
		14-18	19-25	26-32			
Recommendations From A Friend / Family	 70%	66%	77%	65%	95%	76%	73%
SMS / Text Message Ad	 60%	57%	5%	35%	25%	57%	55%
Video Game Advertising	 50%	86%	53%	60%	60%	66%	16%
Online Review By Someone You Do Not Know	 48%	36%	44%	80%	55%	38%	30%
An Endorsement From An Online Personality	 40%	58%	23%	23%	23%	58%	85%
Television Ads	 35%	47%	8%	18%	18%	22%	22%
An Endorsement From An Celebrity	 30%	17%	21%	62%	21%	17%	14%
Recommendation From Within Your Social Media Circle	 25%	32%	9%	48%	29%	12%	20%
Ads Delivered Through Social Media Platforms	 20%	58%	78%	28%	78%	8%	30%



Build Strong Brands



Crafting Brand Positioning

How The Brand Makes Me Look

- Text Here
- Text Here
- Text Here
- Text Here

Brand Personality

Symbols

What The Product Does For Me

- Text Here
- Text Here
- Text Here
- Text Here

How The Brand Makes Me Feel

- Text Here
- Text Here
- Text Here
- Text Here

Text Here

Facts

How I Would Describe The Product

- Text Here
- Text Here
- Text Here
- Text Here





Value Proposition & Key Message for



Customers

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Channels

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Audience

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.





Basic

Placeholder

Description

Placeholder Text

Text Here

\$9.90

Subscribe



Premium

Placeholder

Description

Placeholder Text

Text Here

\$9.90

Subscribe



Face-to-face & Webex Training

Prepare Advanced, Hands On Training Program & Deliver It Live Via Webex Training & It Includes The Following:

- Point A
- Point B
- Point C



Channel Flash Email Newsletter

To Provide Recent News On Promotions, Incentives, Sales Tools & More. Add Other Details As Well Like Person Who Is Accountable For Implementing, Timelines Etc



Video Library

When It Is To Be Launched
All Trainings, Instructed Guide & Announcements Will Be Available On (Mention Platform Name)

Get The Most Likes!

Social media is an important marketing tool for businesses.

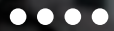
Divide the team into groups of three.

Assign each team a product.

Have teams design a post promoting the product.

The participants will be responsible for making a catchy slogan, graphic designing, and writing the caption.





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