

Understanding Value International Perspective

How to...

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precise value
the science behind the art of communications

Research Findings – Key Themes

1. Missing value-frame
2. Limited Planning
3. Creative-led strategy
4. Silo operation
5. Flawed evaluation



PR & Marketing – At a perceptual crossroad

Reputation

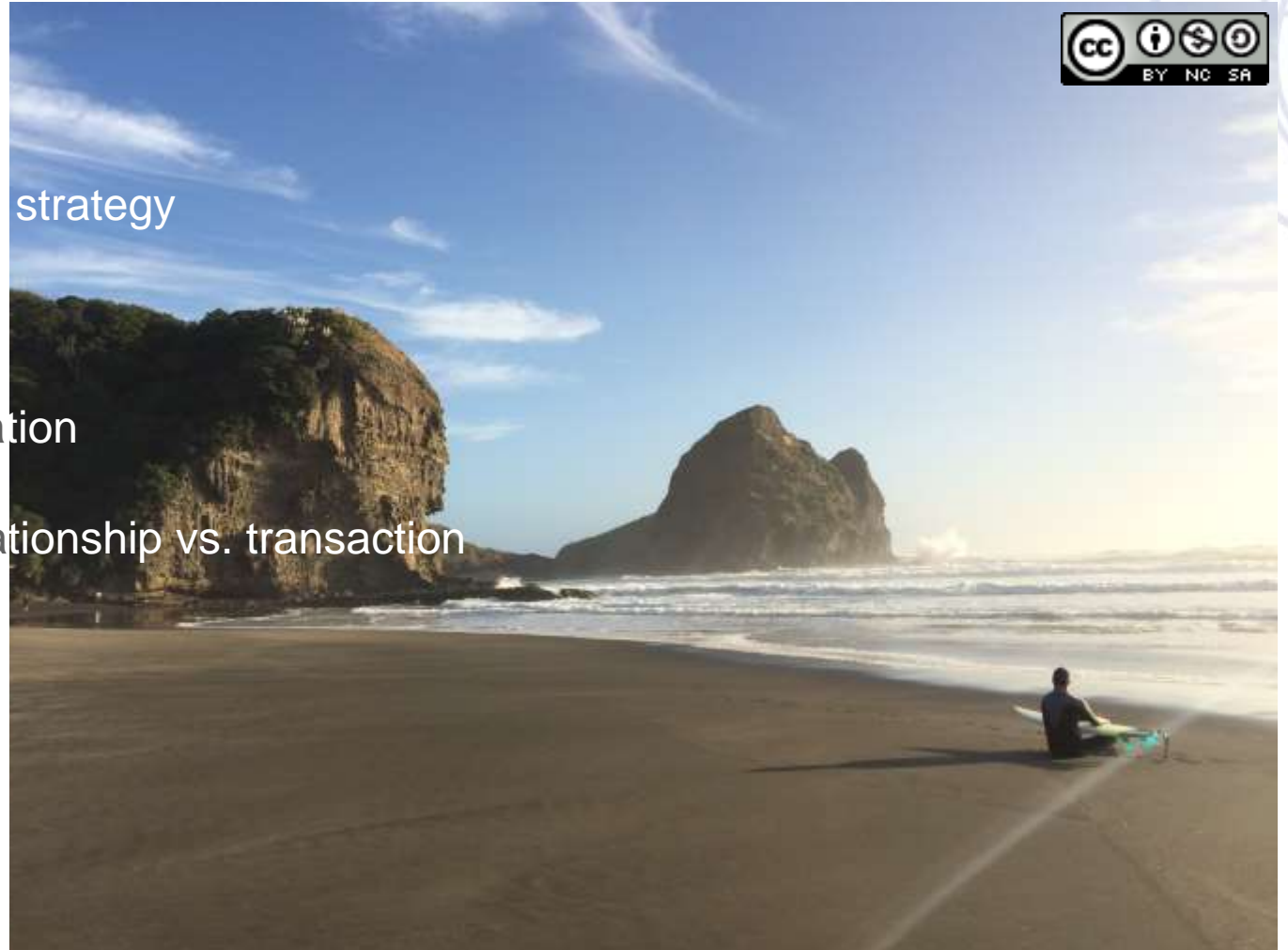
- PR purists
- 2-way relationships
- Value illusive

Marketing

- Sales / transactions
- Brand
- Value highly visible

Set the Value Scene: Best-Practice

- **Closeness** to organisation planning & strategy
- **Legitimise vs profit** – feedback & link
- Build **potential for success** via reputation
- **Mutual benefit** in comms: two-way relationship vs. transaction



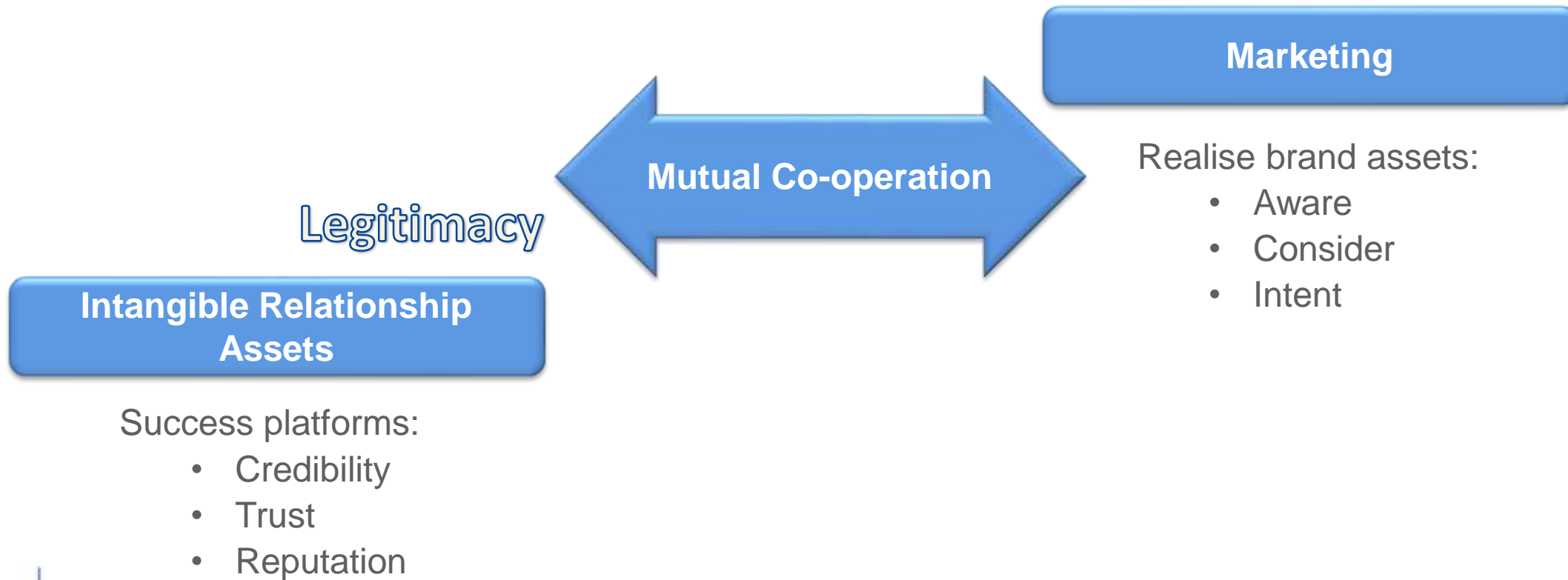
2. Understanding Value



Value Linkage



Profit



Success platforms:

- Credibility
- Trust
- Reputation

Realise brand assets:

- Aware
- Consider
- Intent

Case: Value Link



- 2016 European Telco case on **value drivers** of trust and stakeholder recommendation behaviour
- Across stakeholders: Financial analysts, politicians, early adopters, employees

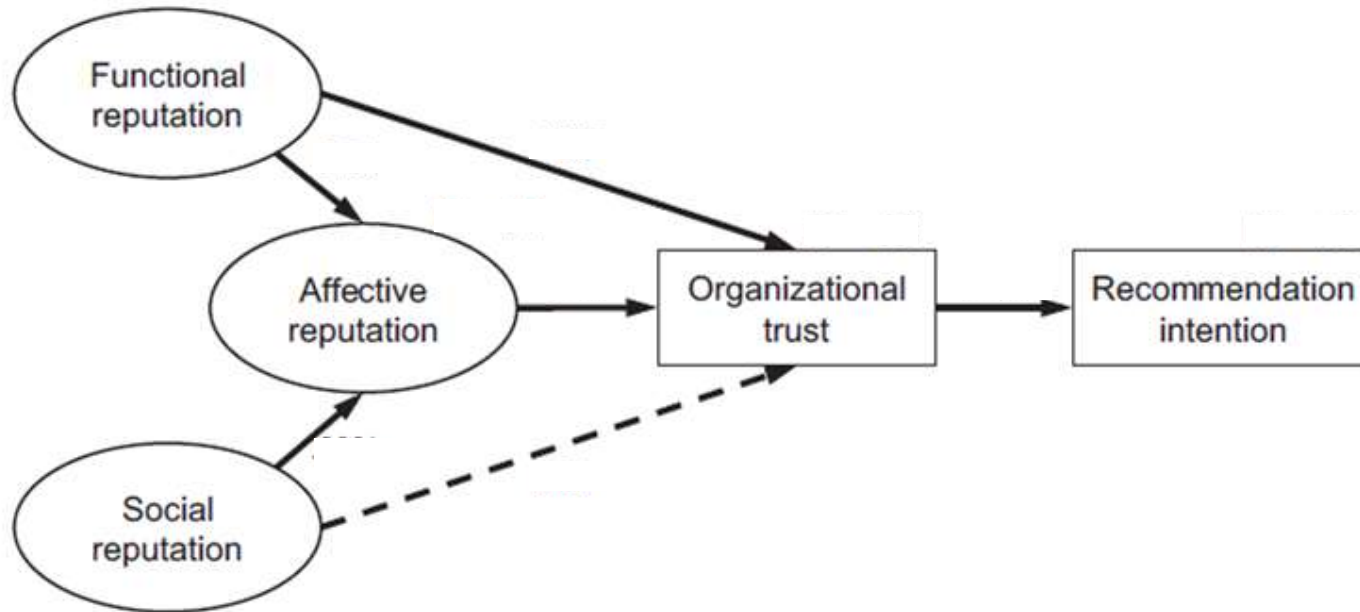


Fig. 4. Structural model results for the stakeholder group of early adopters.

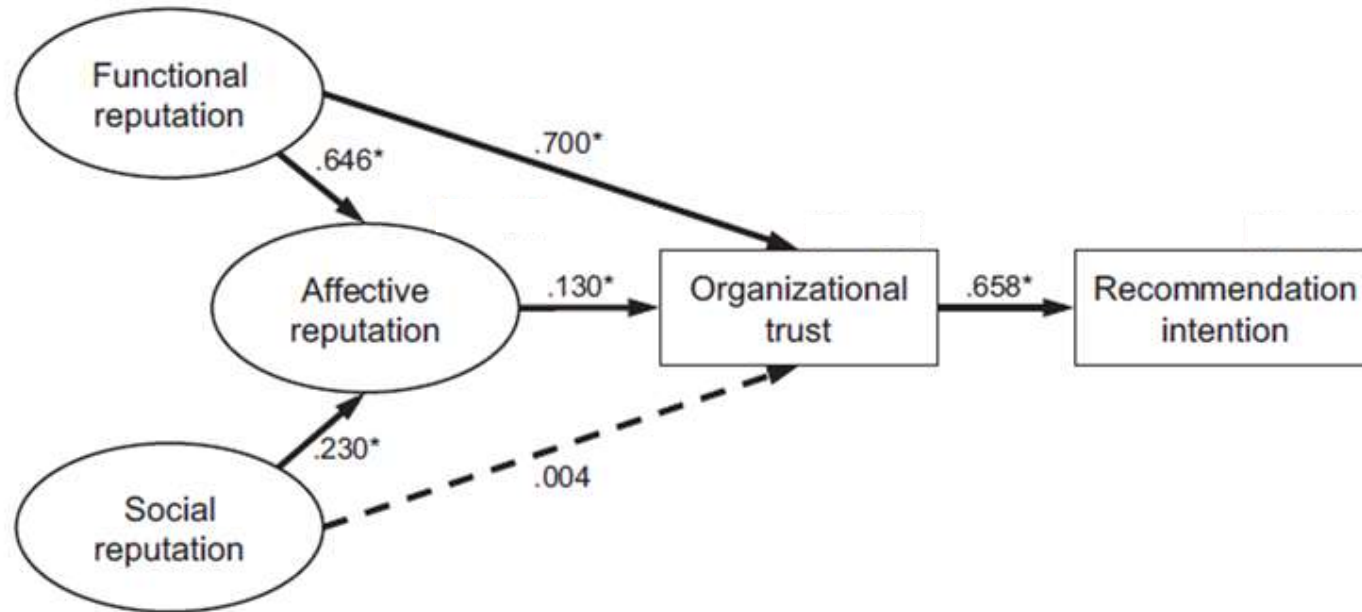


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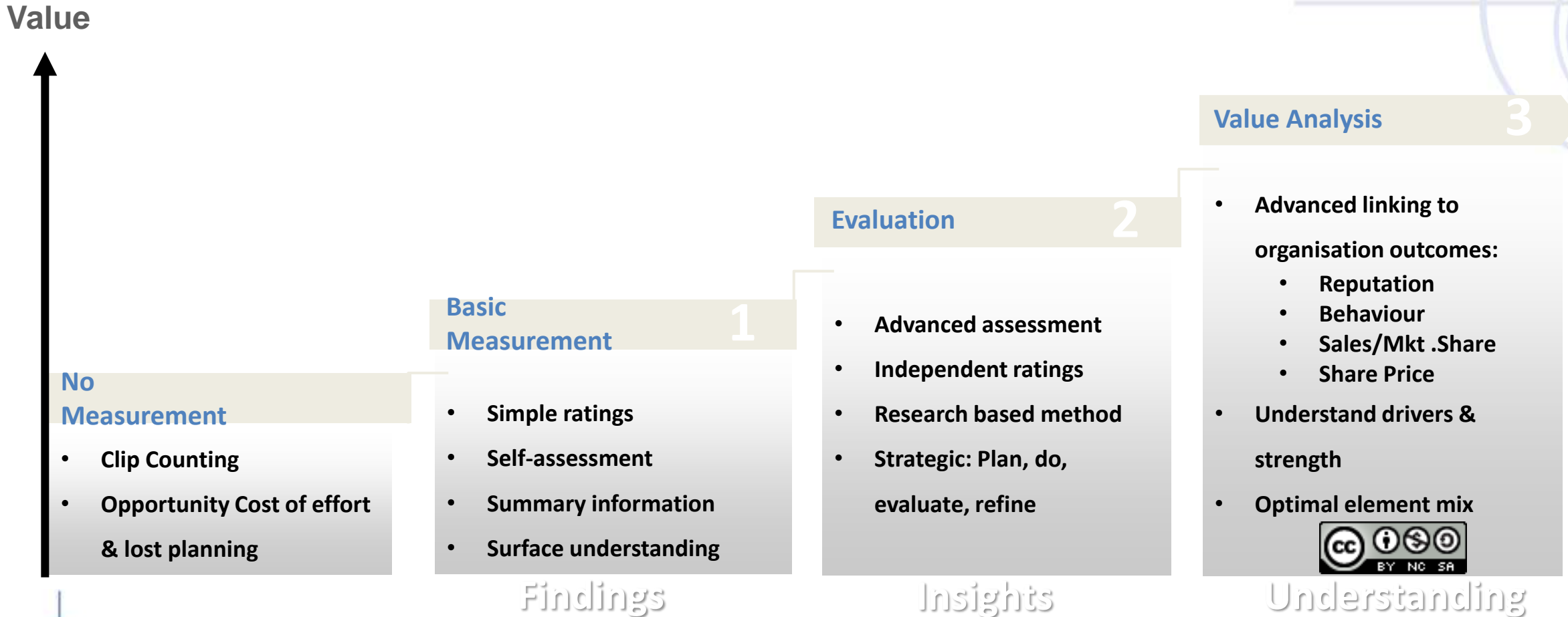
Key Telco Findings:

- Two-thirds of intention driven by Trust
- 70% of organisational trust derives from 'Function'
- Leaves at least 30% that communications can affect

3. Value Wrap-Up

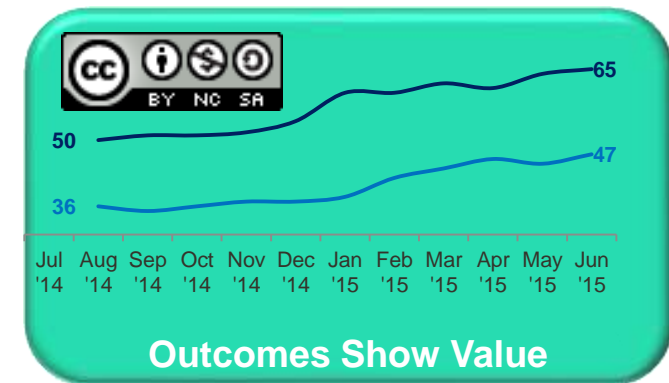
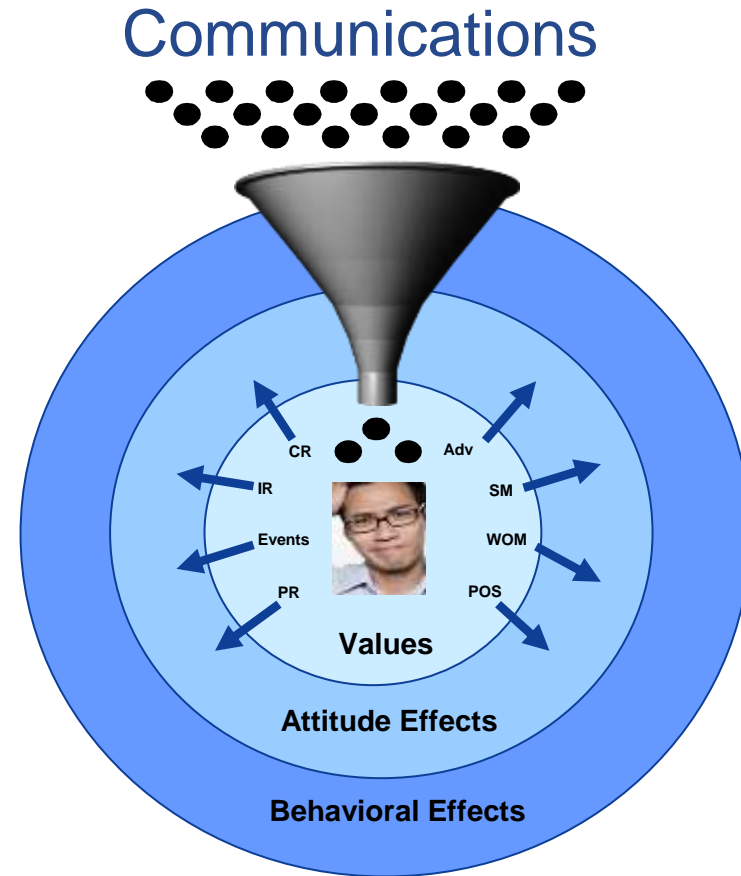


Maturity Model for Communications Evaluation



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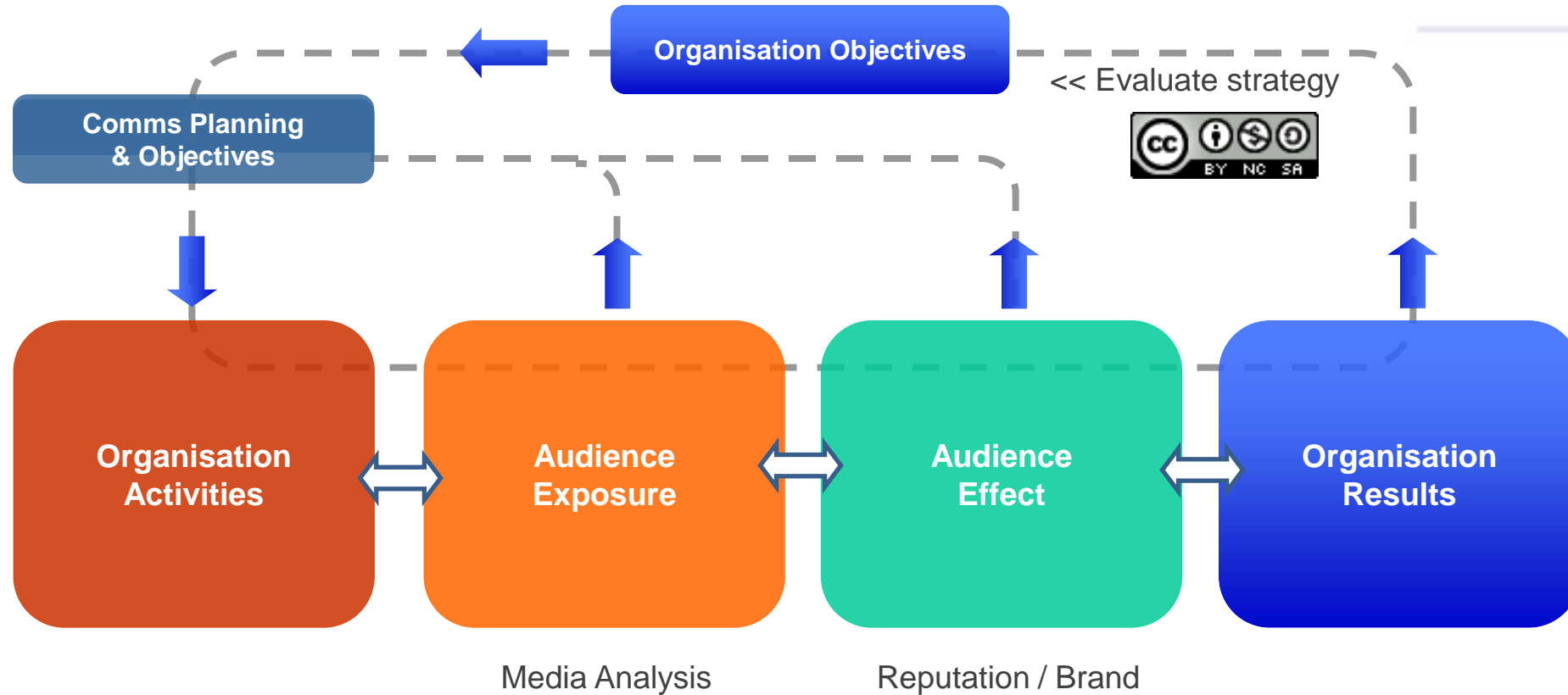
Attitude Shift: precedes behaviour shift



Behaviour is explained by attitudes

Precise Value Australia | Strategy Optimiser 2013

by Michael Ziviani, Precise Value Australia



DISCUSSION



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Communications Performance Management Consultants



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