



## **OUR PHILOSOPHY**

1. We believe communication is 90 per cent planning and 10 per cent implementation.
2. We believe in keeping it simple. Clear, consistent communications beats convoluted jargon every time.
3. Keep asking: “What do you want to achieve?”
4. We listen and let our clients talk; we can provide better advice that way.
5. Technology is a tool, not a communications strategy. Technology should help you achieve your objectives, not be the objective.
6. At the heart of all effective communication is good, solid writing.
7. Evaluate to measure success.
8. Be flexible...plans are made to be changed.
9. Experience matters.
10. Communicate. Communicate. Communicate.