

# The Corporate Voice Check-Up

## How Healthy Is Yours?

### Who we are

Long-time editorial writer and journalist Paula Arab shares how a strong institutional voice bridges emotion with facts to influence public opinion and bring about change.

Top-tier communicator Leslie Beard is also an expert at influencing public opinion, but from the C-Suite. She is the heart and mind behind many a corporate voice. They've come together with their unique skill sets and analytical abilities to put your organization through their rigorous and highly customized media and influence audit.

### Let's Talk



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### Reality Check

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- ✔ What is your organization's narrative?
- ✔ Are what others saying about you what you're saying about yourself?
- ✔ Are you speaking from the same page or are your spokespeople and leaders occasionally winging it?

Our proprietary *Corporate Voice Check-Up* will answer those questions and more, identifying your “hiccups” and giving you a strategy to tap into the power of a strong company narrative. And, as the best organizations and leaders demonstrate, a strong corporate voice can be your most powerful asset.

### Here's what is included:

- A comprehensive analysis of your official corporate narrative, including how effectively you communicate on various media channels.
- An assessment of stakeholder response.
- An assessment of the gaps, if any, that exist between what your official corporate narrative says and what your key audiences and customers are hearing.
- Recommendations on how your narrative can more effectively resonate with key audiences and customers.