Communication as a Strategic Approach

A prime objective of communication and dissemination is to share knowledge, findings, ideas and research outcomes. This is entirely deserving. Sometimes there is much analysis and evidence that for lack of a commensurate effort in communication does not get out to a large community. Those are opportunities wasted. Forcing ourselves to communicate moreover helps us to be clear and have a coherent story to tell.

What Strategic communication can do

1. Create a place in the world. By sharing what we know and present it in a clear manner we become a visible part of a larger community of persons and organizations.
2. Do redistributive justice to truth. Much of what is in the news follows set patterns and mind-sets. By sharing what we know, we can give space to those that do not have a voice anymore and show the world as a bigger place. Diversity matters.
3. Create a coalition of like-minded persons and organisations. By communicating as a broad alliance and not as individual organizations, we all position ourselves as champions for the ideas within the alliance.
4. Encourage ourselves to be open and clear. By focusing on having to communicate we encourage make ourselves to be more clear and take a position. This is better.

Communication at the same time is more than sharing. It is a strategic approach that serves several other goals. We should be aware of those other goals and use communication as such.

The beauty of present day is that there are so many tools that can help us to present our case. We live in a time of fast learning but also need to make sure that whatever we say is backed up by evidence and not casual or superficial.

Important do’s

1. Create jointness: communicate through joint statements, under many logos and names, have strategic contributions and quotes (for instance in prefaces or joint statements).
2. Visualize in images or in clear words – this makes a hidden world tangible and achievable.
3. Focus on solutions not on problems – once we know the solutions our responsibility and willingness to act increases.
4. Use power writing and power communication: do not shy away from the confidence of what we know – avoid hiding behind professional doubt, dissonance and call for more research, but tell at least what we know.