

HOW TO BUILD RESILIENCE BY CREATING A STRONG BRAND AND IMPLEMENTING A PRO-ACTIVE COMMUNICATION PLAN

C LARKIN

CVLC Communication

ABSTRACT

The world has changed. Crises and disruptions are becoming part of our daily lives. Natural disasters, conflicts and wars, economic downturns, supply chain disruptions and pandemics are now more frequent and more severe. Global upheavals are set to continue, so constant change is something we need to learn to live with.

The changes keep happening at a rapid, unrelenting pace. The result is a significant hit on our resilience as individuals, organisations, and communities.

Nowhere is this more keenly experienced than in the transport industry. As a demand-driven industry, transport is particularly susceptible to shocks and disruptions such as economic downturns.

'Resilience' is defined as the ability to anticipate, prepare for, respond to, and recover from, disruptions.

How can organisations weather this constant onslaught on our resilience – and grow stronger? The answer is simple: Communicate – consistently and often, reaching the hearts and minds of your stakeholders. Communication is a strategy, and when done correctly, it can shift behaviours and mindsets and help keep us at our best.

Now, more than ever, it is vital for companies to prioritise resilience – and to develop a strong brand and even stronger communication strategy that supports this.

This presentation explores the elements of what it takes to build a strong brand and how to implement a pro-active communication plan. Its focus is on practical tools, tips and strategies companies can use to ensure they remain resilient and sustainable in an unsettled world.