

COMMUNICATION INFRASTRUCTURE

A GUIDE FOR BUSINESSES



by Ascender Consulting



BETTER RELATIONSHIPS *mean better business*

This overview will get you started on recognizing and leveraging your communication infrastructure.

Relationships thrive, or fail, on communication. That's why your business' communication infrastructure is so important. It's how you connect with your audiences, how you build relationships.

The most important audiences are employees, customers/clients (this may include investors), and your community. Secondary audiences are your future employees and the press.

The better your relationships with these audiences, the better your business will become.



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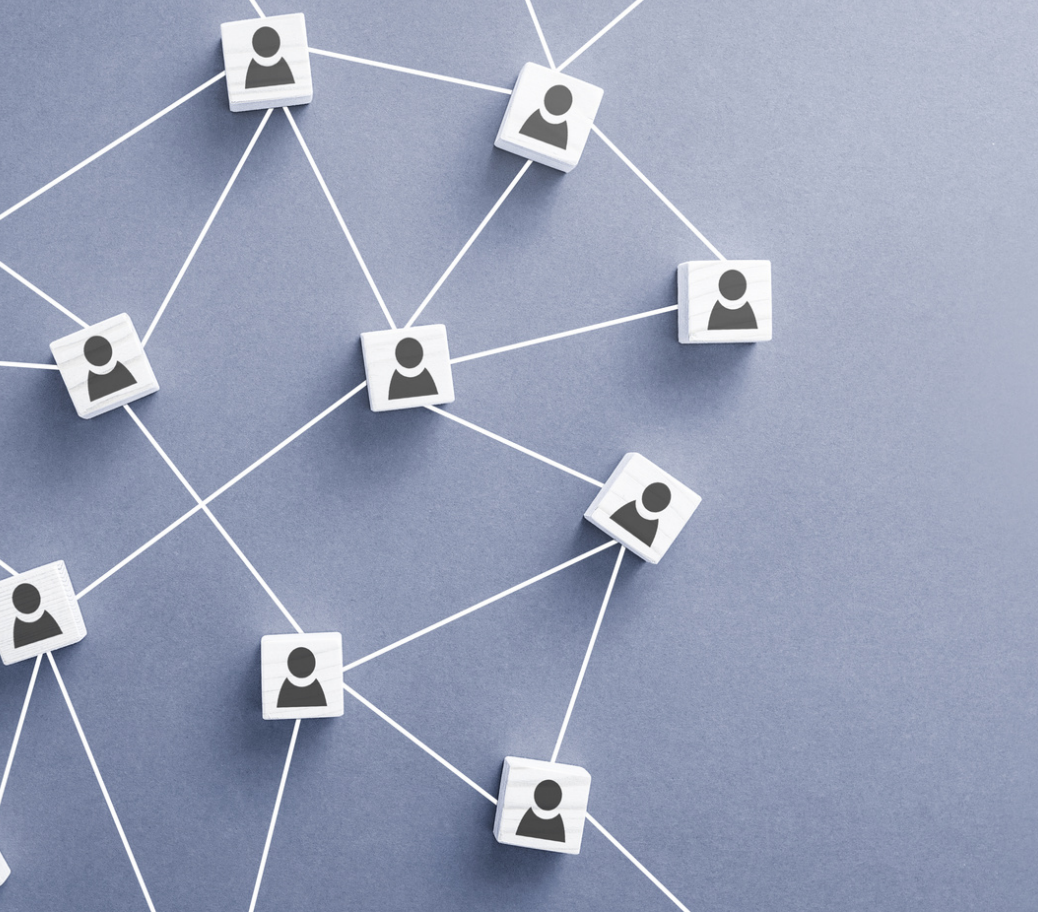
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01

WHAT IS COMMUNICATION INFRASTRUCTURE?

When you think of the infrastructure for a town, you may think of roads, electricity, water supply, sewers, etc.

Apply this same thinking to the way you communicate with your audiences. A business' communication infrastructure can be physical or virtual, analog or digital – or all of it. It consists of the tools and operational procedures you use to communicate internally and externally. Think billboards, digital ads, etc.

The purpose of recognizing your communication infrastructure is to continue to improve upon it and to understand the options you have available to deepen relationships with your audiences.

WHAT IS INCLUDED IN COMMUNICATION INFRASTRUCTURE?

02

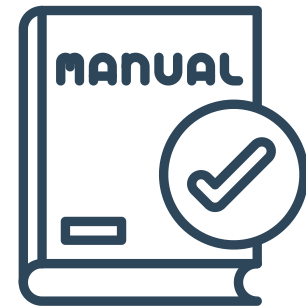
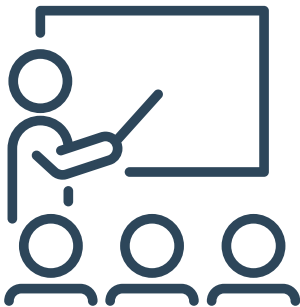
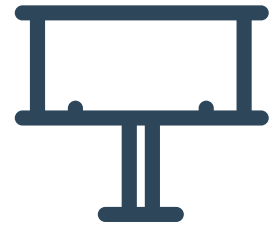
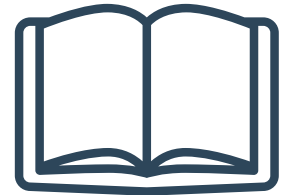
What are you already using to communicate to audiences? Are you using a website? Social media? Brochures? Standard Operating Procedures (SOPs)?

Anything you're using, and anything you know your audience would like to use is or can be part of your infrastructure. Stay high-level with this - we're talking about videos, for example, not what kind of videos. We're talking about SOPs at large, not which SOPs...yet.

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EXAMPLES OF ELEMENTS IN COMMUNICATION INFRASTRUCTURE

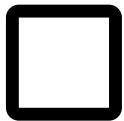


Videos - One Sheets - Websites - Books - Brochures - Social Media - Billboards
Training Modules - TVs - Manuals & Standard Operating Procedures - Email
Project Management Software - Apps - Internal Messaging Software

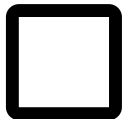
03

LEVERAGING COMMUNICATION INFRASTRUCTURE

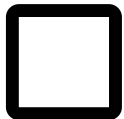
You can implement 3 steps to leverage your infrastructure.



Take the time to setup before you start doing too much. Ex: Create a nice slide deck before you start building a dozen training modules.



Use established infrastructure to deepen relationships for new audiences. Ex: Have an amazing video/media team? Use video to deepen your relationships with your secondary audiences like future employees and press!



Get creative. Customize it to your business and audience. Don't get trapped by what others are doing. Look beyond what you have and think about the future.

This is a time to have fun. From setup to new ideas, break the mold and stretch your comfort zone. Check out the example worksheet on the next page for some inspiration.

LEVERAGING COMMUNICATION INFRASTRUCTURE WORKSHEET

Type: Videos

Current Audiences & How We Are Engaging Them:

Clients & Community - corporate branding video and how-to videos on our website.

Current Employees - training videos in our shared drive

Other Ways to Engage Current Audiences:

Clients - video on the commonly unused features of our product, video on add-on services to the product and why they're beneficial

Community - video that showcases our contributions to sourcing environmentally-friendly materials

Current Employees - Thank you video, put in footage of them working through the holidays, announce our annual staff meeting coming up, give details

Ways to Engage New Audiences:

Press - Video clips of CEO statement; montage of what we have accomplished - timeline style

Future Employees - A video about working with us, include benefits package information, include testimonials of tenured employees and new employee experiences

LEVERAGING COMMUNICATION INFRASTRUCTURE WORKSHEET

Type:

Current Audiences & How We Are Engaging Them:

Other Ways to Engage Current Audiences:

Ways to Engage New Audiences:

04

COMMON MISTAKES BUSINESSES MAKE (AND WHAT TO DO INSTEAD)

DON'T

They don't invest the time in setting up the infrastructure the right way. You decided videos were the way to go, but you didn't put any thought behind how to tell the story in the videos. You posted them and they fell flat.

They don't invest the money in setting up the right infrastructure. Did you take the time to consider or research what infrastructure would work best with your audience? You *printed* an awesome Annual Report, but your audience prefers to engage online.

They don't improve the infrastructure over time. How old is your website? Does your business provide dated products and services? Your 2010 website may be conveying that.

They don't consider how to leverage infrastructure in new ways. If you invest time and money into your communication infrastructure, make it work hard!

DO

You should create dedicated time on your calendar to set things up the right way. Research how to tell stories through video or hire a professional to help you. Understand how to market the video after creating it.

Create a budget for your infrastructure. Take that annual report and develop a super engaging website that your primary *and* secondary audiences will enjoy. Show off your community responsibility, your achievements, and your team. You may just gain some earned press and more goodwill in the community too!

Review your infrastructure annually and commit to making improvements. Find a website agency you trust to conduct an audit on your site. Commit to changes based on your collaborative research!

Brainstorm ideas on how to deepen relationships with your current infrastructure. You don't have to recreate the wheel. Take it to more places though!



NOW WHAT?

Now, it's time to climb to the next level of communication.

Today you learned how to recognize and leverage your communication infrastructure to deepen relationships. Once you get a handle on your infrastructure, your ability to communicate only gets better. And better communication means better relationships, and better relationships create better business.

Start climbing, and if you need more support than this guide offers, let's work together on the step-by-step process just for you!

ABOUT ASCENDER CONSULTING

Hi, I'm Jenn, founder and CEO of Ascender Consulting & XMZ Society.

Once upon a time, I was pretty good at climbing the corporate ladder. I became an award-winning business developer, program manager and video producer.



Now I'm bringing that tenacity, knowledge and skillset to you!

I believe better relationships create better business, so I provide free resources like this to help you develop genuine relationships with the most important people in your business - your team, your customers/clients and your community.

If you're ready to put in the work, I'm ready to connect, collaborate and climb with you to the next level.

Schedule a discovery call with me!

[Schedule a Call](#)

Talk soon!

Jenn Rivera