"PA Consulting"
Communications Project

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Corporate Communications Writing

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SECTION I: Communications Audit – Backgrounder

"Business Results"

The "Business Results" 6-page booklet, as considered as a traditional backgrounder, is missing a few things that are required for a backgrounder but does seem intended for the same use: to inform clients of the business's historical information. Backgrounders are written to inform publics on the company's mission from an objective standpoint and this is to not directly persuade anyone but to prove, throughout the lifetime of the company, that the mission has been the most successful goal. From the title of this backgrounder, the aim would be to show that PA Consulting has an incredibly strong interest in the results that it will and has accomplished, which parallels the mission statement within the backgrounder. The goal, on the other hand, that notes "documented" results, could have more proof.

To add more historical context, information, and documented proof to the "Business Results" booklet, it would be very beneficial to expand on the origin and life of the company. For instance, the "Who We Are" section reads "bottom-line results … for over 20 years" and this in itself could potentially be an entire page. Showing proof and results that can stand the test of time is both objective and persuasive in its own right. In addition to this, long-standing relationships with successful clients can show both results and honest commitment. Fame and recognition are not necessary for this, as an example, Lisa Jantz's testimonial could be improved with how long the relationship has lasted and statistical data for the "dramatic impact" on her company.

There are also a few formatting issues with the "Business Results" booklet: On page 4 (out of 6), the page is primarily empty space with a lower third that reads "a disabled veteran owned business, your operational success is our primary goal," with an email address and indication that PA Consulting works with businesses very carefully. This page could take up the entire space given with additions as to why the goal is so important. Likewise, a face to the name can never hurt, as a backgrounder can also be seen as a formal introduction from one company to another. The other formatting issue is on page 5, where the graphic's text is too small to read. The graphic could be simplified, but could also be given its own page entitled "Culture of Continuous Improvement" with examples and statistics on how this has worked in the past.

SECTION I: Communications Audit – Advertisements

"Conflicts Resolution Workshop"

In this "Conflict Resolution" ad, scaled down to an average advertisement size (which would be roughly double the size than shown here), it can be seen that the copy is too small and the font on the bottom is too thin. To be posted onto social media, however, the copy is distinct. All of this aside, the message of PA Consultant's workshop is clear. Luckily, conflict resolution is not something that needs much explanation. The call-to-action at the bottom is the smallest feature of the advert but with social media posts, this can be highlighted with text above the photo.
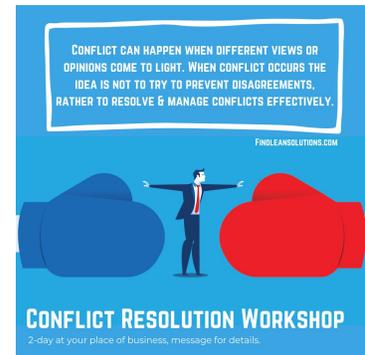
"Problem Solving"

Because the copy does not have a clear call-to-action and the photo is not straightforward as to what the ad is for, this advert may be depending too much on the description when posted to social media. And then would not have enough information when posted as a traditional ad. Being an advert for a course, "Course by Patrick Adams" could be the largest text on the image. In addition to the website, it should also be easy to understand whether the course is live or available to buy. Adding the company name next to "Course by Patrick Adams" would add to the uniqueness of this course as it is being led by the founder of the company.

"Lean Summit"

This advert shares a few of the issues with the others above. The font is very small, the website is in a thin font, and there is no call-to-action. Being posted to social media, as a photo, this advertisement still has too much copy to read. Quotes can be meaningful but people do not generally read more than five lines, (on ads, 12 words). This prose could be in the description of a social media post with the ad reading "save the date" with the PA logo beside it; keeping the title, data, and photo where they are, and this would convey the same message but with a distinct call-to-action.

SECTION I: Communications Audit – Speech

For the speech section, **"The Lean Solutions Podcast"** will be used, as it has the same organizational objection as PA Consulting in the spoken form.


The image used on streaming services (such as Spotify and Apple Podcasts) could be touched up with the sizing on phones in mind. Although, while on a desktop, the motto below the title is still quite small to see. Some adjustments that could be made are to make everything larger, or to imagine creating an iPhone app icon (thumbnail) rather than an album cover. The example icons shown here are of top podcasts on Spotify – even shrunken down to a small size, there are still a number that are legible and others that are still decipherable due to their shapes and colors.
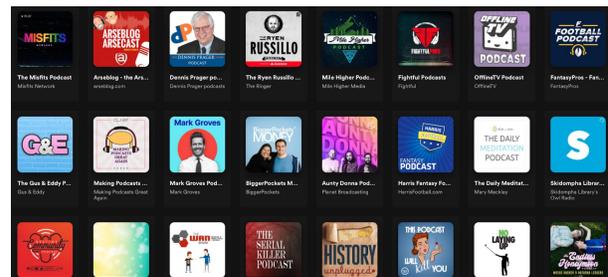
The description of the podcast starts as: "This podcast will offer business solutions to help listeners develop […] " and while the description carries all of the necessary information, it could use some modernization. Podcast descriptions offer an opportunity to express personality while still persuading interest to listen to the potential listener; really, personality is something that also needs to be sold when promoting a podcast or talk show as that can be a deciding factor.

Episode 13: Keep it Simple!

Patrick Adam's speech in this episode is very brilliant, KISS is a staple to a thriving business. The introduction to the speech outlines the episode very well. With multiple examples and the use of multimedia (Alice in Wonderland), Adam paints the picture of why KISS and having goals can be so important very clearly. Podcasts do offer an opportunity to edit-out uhms and ahhs, to hire an editor that can remove these would improve the quality of the speech along with the podcast's speed. What is nice about non-live speeches is that editing can make one sound incredibly confident in what they are saying. The outro to the podcast could be quieter but the copy is pleasant and personal.
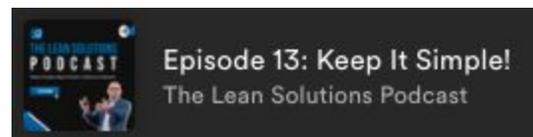
SECTION I: Communications Audit – Newsletter

"Fuel the Fire of Continuous Improvement"

The April newsletter "Fuel the Fire of Continuous Improvement" for PA Consulting (1-page) is based around a fire-building analogy using. An advantageous way to explain this analogy would be to use graphics, showing the "tinder", "kindling", and "firewood" and its relationship to the fire (improvement and success). This analogy works very well and a graphic to organize the information would be dynamic, a great attention-grabber, and may aid in making the analogy effective to the reader's understanding.

Very often, newsletters are used to tell a story. From this newsletter, PA Consulting looks to be sending out a reminder to achieve successful results with "continuous movement." This is a strong and powerful message and important to keep at the forefront of business management. A story to express the analogy given would add emphasis to the success that the advice offers. One note to add, the newsletter starts on a negative tone with: "Many times, I see leaders add 'fuel' in the wrong order […] " – This could be better spirited by suggesting the newsletter is simply providing constructive advice for the reader.

The "Free Webinar Schedule" on the newsletter, is incredibly small (roughly the same size is shown here) and the copy included is not large enough to read. In addition to this, the "Upcoming Events" below this also has some formatting issues with sizing and spacing. It would be very beneficial to have a webinar and events schedule as it's own separate page to place more emphasis on attendance, potentially with a link to register and a description of the events and speakers. Another possibility is to add exclusivity, by giving newsletter-followers "first seats" to the event, this would add urgency to register and a continued benefit to subscribing to the newsletter.

SECTION I: Communications Audit – Direct Mail

"PA Postcard"

This direct mailer for (from) PA Consulting is wonderful as it allows for someone to hand-write a personal message for a client. The back of a postcard mailer also provides an opportunity to show (permitting) clients who are having success, to show visualizations of analogies, or to share information as to what PA Consulting does.

For brand recognition, having the logo to be large on either the front or back side of the postcard will make it more obvious to who the mailer is from. Attaching "Patrick Adams" to the PA Consulting logo does make it more apparent that the "PA" stands for "Patrick Adams" and that the company is distinct from other companies as it is named after its founder. And postcards would then be a constant reminder of this fact with the addition of the portrait or Adams. Moving the name closer to the portrait would aid in this understanding.

The portrait used of Patrick Adams is very professional, however, with the personal touch of a hand-written postcard, a photo of Adams with a lively background (potentially candid) would mirror the tone of the mailer. Using a candid photo would parallel the tone better, and much more greatly if there is an intrigued audience as well. With community being a strong sense of the organization, showing this in a photo on the postcard would communicate this value.

When mailed to prospective clients:

Information and a strong call-to-action can help answer all of the questions that the business may have. Why should I contact you? What makes this stand out? With the written section, a lot of this information can be easily given. But for attention grabbing, adding something large that will draw the eye to the mailer and will be the most influential item on it. Currently, this is a photo of Adams, and for those who do not know his face, this will not grab the attention of the client.

SECTION I: Communications Audit – Website

Home

The main page of the PA Consulting website has a call-to-action banner to schedule a call with Patrick Adams. This is a unique feature that the company offers. One feature hat could be added is to create two buttons: "Schedule a call" and "Email today". This extra option would be for those who feel uncomfortable to talk on the phone. This image and button is on other pages outside the home page – instead of repeating this and using the space, the botton(s) could be placed on the with the header menu.

The next section covers the three teams PA Consulting makes available to clients. At present, these teams seem very similar as they all train, coach, and implement processes, where these teams differ ought to be more apparent and what they all have in common could be used to introduce the teams. With these, there could be links/buttons for the class, more information, successful examples, a page for each team with photos.
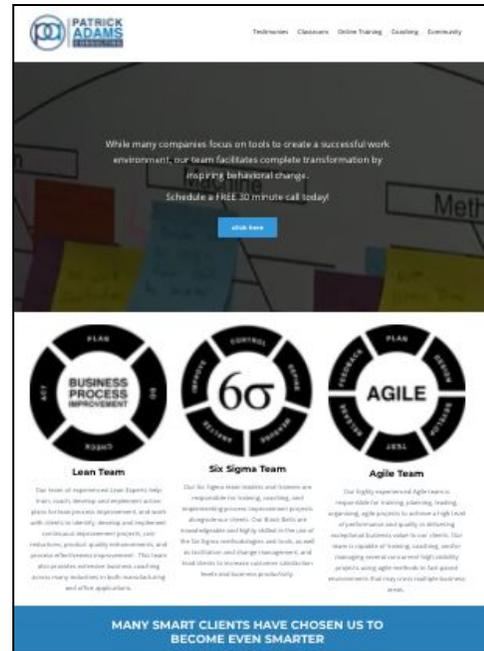
After this is a small testimonial banner that reads "Many smart clients have chosen us to become even smarter." Calling clients "smart" is off-putting as this is subjective (of course those who were paid and hired think their clients are smart). Rather, "PA Consulting is greatly appreciative of its returning clients." This carries a tone that conveys the same information in objective way. The logo-buttons for the clients are not loading properly: when clicked, an error page loads. A button to the "Testimonies" page here would solve this problem.

The last section is the same copy that can also be found on all other pages, with a "join the tribe" button. For home pages that contain entire websites (which is common), this is something that is welcome and the photo used is very appropriate. Large banners that are standardized are more applicable for the bottoms of websites as one does not have to scroll past it as they would if the banner was at the top. Similarly to my note on the "Schedule a call" and "Email today" buttons being small on every page other than the home page.

Testimonies

Video intros are not necessary for these testimonials, intro music and images can distract from the testimonial; using a 3-second intro with the logo and a small jingle would put more focus on the testimonial itself. Having some of the speech written out into quotes, would make it easier for people to view this page, for those who are in positions where they are unable to watch videos.

Classroom

The formatting of this page is very modern, sleek, and clean. Although, every other class has a checklist and call button and the other has a photo – this can be read as fairly confusing, with the classes with checklists and buttons as being available and the ones with photos not available. Adding a list at the top would make it easier to view all of the classrooms at one time.

Online Training

The link to this page is only available from the home page. When clicked, the page does not load properly and routes to its html backup. While this page is technically accessible, the page is not expressing confidence as it is. The links to the classes and the pages are working. These classes could use videos to explain more as to what to expect.
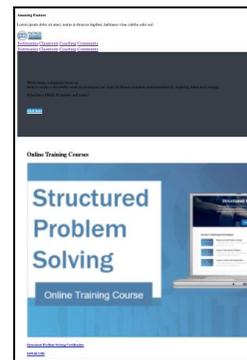
Coaching

In the same format of the "Classroom" page, this page has sections with photos for every other one, all coachings could use imagse to express equal importance. The copy for the coaching is well developed but the "Lean Leader Coaching" could be strengthened to meet the same length as the others.

Community

The "Community" page is very well formatted with graphics and small bodies of text. The first body, "Why Become Part of It?" could be "Why Become Apart of the Community?" with a definition of what lean is for those who do not know. Because the formatted benefits are Pro and Executive, the informational bars and prices could be placed horizontally at the top.

An "About" page

Adding an "About" page would complete the personal tone that PA Consulting. These can have contact info, background and origin info, a video, photos of employees. Knowing more about a company can sometimes compel people more than persuasive advertising as some people seek out wholesome companies and overlook those who seem too corporatated and impersonal.

SECTION I: Communications Audit – Social Media

Without social media accounts / pages, this section will cover shareables made by PA Consulting.

Conrad Hilton Quote

While Hilton hotels are the most famous hotels in the world, the name Conrad Hilton is not as recognizable. To use this wonderful quote and the famous success of the hotel chain, making the "Hilton" name more obvious would help make the importance of the quote more obvious as well.
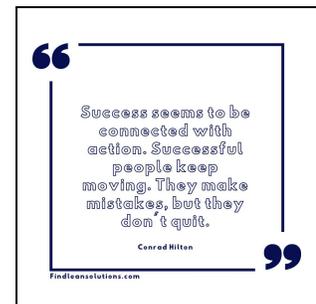
Patrick Adams Quote

The quote used for this sharable is long and wordy, what is fortunate is that Adams will always be able to change quotes as he is the one saying them. This is not applicable to the Hilton quote, that is, unless Mr. Hilton himself changes the words. The image used for this quote shows Adams hard at work, however, there is an audience member within the photo that looks nearly asleep. With a "photo-bomb" like this, it would be best not to use this image as it does not portray confidence and intrigue from the audience.

"5 Phases" and "Steps to Continuous Improvement"

Theses two posts are both dependent on their numerical order as well as dependent on if followers will scroll through an image carousel. The "Steps" post does offer more compelling information to prompt followers (or potential followers) to scroll through an image carousel. With 10 steps, these fill Instagram's maximum of 10 images in a carousel. To ensure people are looking through images, condensing steps down to (1-3, 4-6, 7-9, 10) and (1-5 on one image) for the phases, would also give more cause to look further into the business. As it stands, these posts give away free information. Using titles and shorter descriptions, this may entice followers to want more information from courses that cost money. Another note for these carousels is to use varying images for each step or different graphics for each phase.

SECTION II: Communications Plan

The strategy for this project is to promote personality, authenticity, and a confidence. With these three characteristics combined, PA Consulting will appear to be genuine and effective (as it truly is). When producing advertisements and social media posts, a call-to-action is the most important thing for either one. The second, but equally as, most important thing is brand recognition. This is to bring awareness to the brand, and a call-to-action with no name renders itself pointless. Brand recognition includes logos, standardized colors, and the way in which people identify who the ad/post is from. When using social media, [promoted] posts allow one to write out a description with links and information – with this, images ought to be attention grabbing as to make one stop scrolling through the rest of their news feed to read the post and ought to include the brand as the name on the account is not visually different from others.

Personality, authenticity, confidence are essential to gaining clientele as these encourage to build affirmation in the decision to choose PA Consulting. Sharing information about Adams' history with success – stories, statistics, results, in addition to testimonies – would allow people to persuade themselves on how trustworthy and worth the money PA Consulting is. Examples of this would be a backgrounder, an "About" page on the website, personable social media accounts, testimonial social media posts. Promoting clients to post onto their social media accounts would be advantageous as these posts can enhance authenticity and credibility, being that the information is not coming directly from the company. Using "stories" on social media to share these and to make posts for "stories" would also amplify online visibility.

One key issue that is not included in the audit above: When Googling "PA Consulting", a company of the same name pops up and consumes all of the search results. As the new podcast is what called "The Lean Solutions Podcast", I can see that this issue is already being tackled. Under these circumstnaces, it would be beneficial to use "Find Lean Solutions" or "FLS Consulting" moving forward as it seems "PA Consulting" will be infinitely more difficult to brand. Online branding (marketing) can be the largest influence over profits and client interest. As Google is the most used search engine, one goal should be to be easily located.

The examples in the section below were made using Canva, a free service that allows people to easily create info graphics, ads, etc. Suggested above is to potentially commission artists to create vector art, this would ensure that all posts are completely original. Overall, using the free membership to Canva is extremely advantageous as it allows the user to upload media to completely customize designs with thousands of pre-set designs to personalize.

SECTION III: Communications Examples

Example I: Advertisements

The example advertisements shown here were all made using the online design service Canva and the images that are available for free. Flat vector illustrations like these is the most popular art style to use today; because of the sleek and simple technique, these illustrations can stand against bodies of text without being overpowered. Employing the same formatting, colors, and fonts, visual recognition for the ads will be faster for those who see it more than once. Keeping with the same style makes it easier for one to automatically know who the ad is from. Standardizing logo and website link placement can also be a key factor to brand recognition for advertisements. Commissioning custom PA Consulting characters would add uniqueness to this modern style. For events hosted by universities, ads will need permission to use official logos, but generally cooperative advertising is well appreciated.

Communicating details while still balancing empty space is very important in advertising. Quotes that are too long are generally not read, text that is too small generally cannot be read – but at the same time, one still needs to add as much information as possible to draw in potential clients. The call-to-action is the primary objective of advertisements. The formatting of the website link is an attempt to apply two call-to-actions; others include "scheduling available", "All you need to know" (the title speaks for itself), and "November 1 […] Networking" could pique the interest of students who see this ad on a UNH bulletin board. The "Problem Solving" ad is the most direct example of persuading people via emphasising the importance of the course (why one should take it) as it shares the goal of what the course teaches.
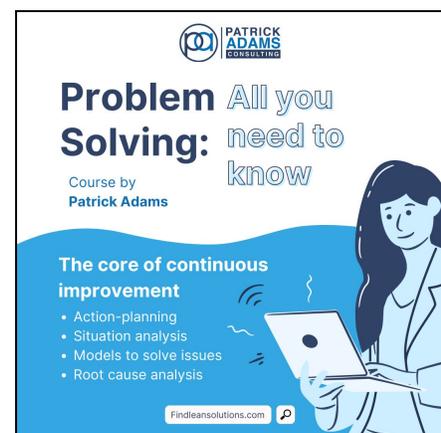
SECTION III: Communications Examples

Example II: Podcast

Icon and Description

While keeping the PA Consulting blue, to tone down the saturation and darkness with white would help the podcast icon *pop* off of darkly colored websites like Spotify (and night-mode, which makes all websites dark). Further, I have used the PA Consulting logo to create a vivid shape that will be easy to read from any size. The design of the logo is very telling to the goal of the company, doubling as a colorful shape that is commonly used for podcast icons, while still being unique. In either case, the word "Solutions" could be the larger word to use. Even though it is long, this single word reveals nearly everything that is needed to know about the podcast.
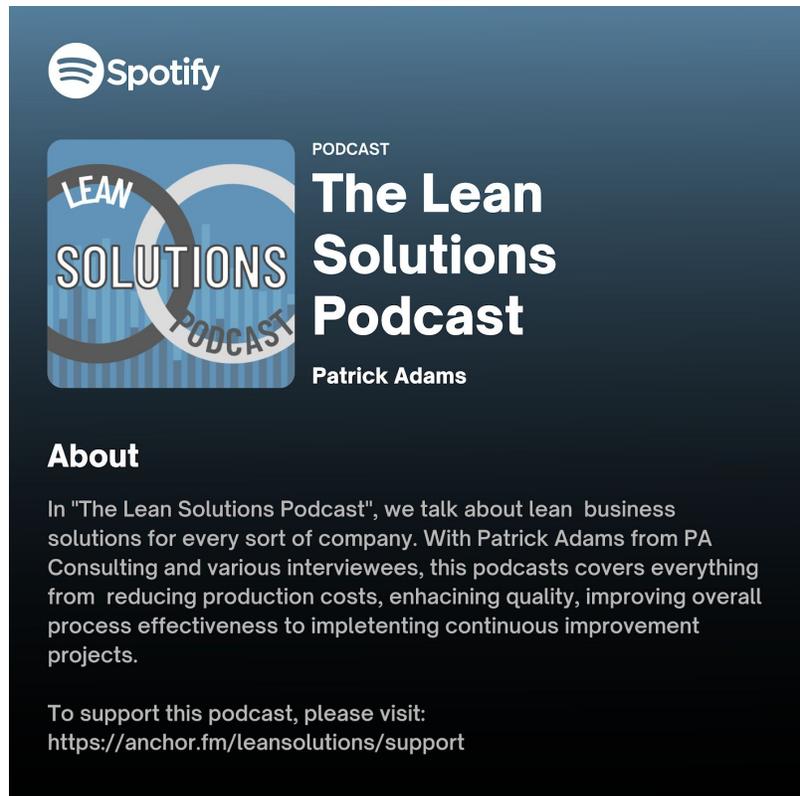
The example description shown here is an attempt to convey both personality and the seriousness of the topic in a light-hearted manner, mirroring the tone of the podcast itself. Communicating what the show is about is important but is not always directly persuasive. Adding the fact that Adams is from PA Consulting (a CEO title could also be added) would also give the podcast credibility and a reason for a podcast listener to listen to what Adams has to say.

For the current podcast icon: having a box that reads "Listen Now" is a worthwhile idea for podcast advertisements, or for linked images on the PA Consulting website. The icon as it is could easily be used for this purpose. I would suggest having the motto larger to highlight the purpose of the show – currently with some empty space, this icon could be a very engaging ad with a call-to-action button.

SECTION III: Communications Examples

Example III: Direct Mail

The photo of Patrick Adams within the carousel graphic on the homepage of PA Consulting's website is a perfect photo that shows Patrick Adams' work in action, including an informative presentation slide behind him. Candid shots like this can portray authenticity and the information and chart within the photo makes this doubly so. Leaning toward the (potential future of the) international side rather than the local business side, the copy I have placed on the back of this example postcard emphasises the company's mission, which in and of itself is persuasive to possible clients. Establishing a timeframe of how long the business has lasted also points to authenticating the company, this can be something unique to a business. And so whereas others may be new and upcoming, PA Consulting has had experience with success while still having a young face as the founder. This is something that is impressive as well as something that is uncommon and unique.
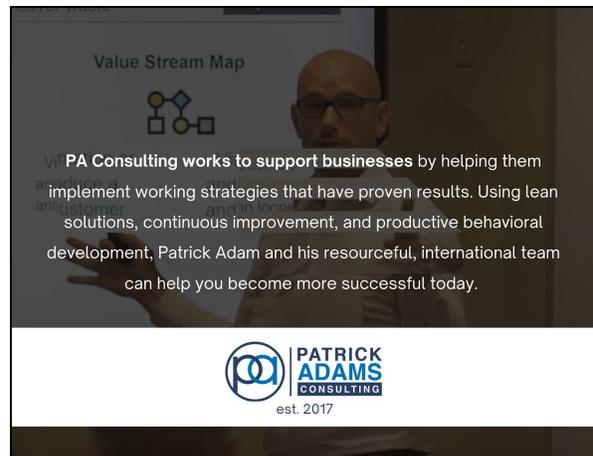
The writing-half of the example card is largely based off of the original because its simple style is very modern. The note written here is an example if Adams meets someone at a college internship banquet and they greatly hit it off with talk of potential collaboration. Sending this card in the mail would be a very extraordinary way to reach out. Being a mailer, the person would be more likely to see the card than if it was an email, because someone will always have to go through the mail. Another key to direct postcards is actually hand-writting the card. More than often, people will check for indentations in the paper to see if the person really sat down and wrote it (or at least cared enough to pay someone else to). When adding things like smiley faces, one ought to keep in mind the sophistication level of the intended recipient.

SECTION III: Communications Examples

Example IV: Social Media

Conrad Hilton Quote

The quote from Conrad Hilton is strong and effective towards the mission and goal of PA Consulting. With an image from an online public-use photo service called Unsplash, the name of the Hilton hotel can be seen along with his name. This will instantly answer the question of who the quote is from and why one should listen to it. Hilton's success is something to be emulated and quotes from famous people like Hilton will make PA Consulting appear to be under the guidance of (or in appreciation of) accomplished models.

Patrick Adams Quote

One exciting thing about having a business named after and run by one individual: quotes from Adams are editable, edited by Adams and these can still stand as a quote. To make this quote more persuasive and less authoritative: "Organizations should be focused" was changed into "Focus" (this also helps to be less wordy). Originally, the word "improve" was used twice and "and/or" was between "new" and "improved". Again, Adams' quotes offer an opportunity to edit words in-post, just as long Adams edits/ says the quote, these will be genuine to the company.

"5 Phases Project Management"

This carousel is similar to business presentation formatting rather than social media. Keeping with the carousel type of post, I have attempted to add intrigue to provoke followers to scroll the post. Without giving too much information away, there is a call-to-action to "learn more" (rather than giving away all of the info, or making people read too much). Social media acts as an chance to give elevator pitches to millions of people at the same time. One rule of thumb is to shoot for as little amount of words with as much information as possible. Putting too much info on posts would not advertise the class, but give it away, and too much pressure to read can lead people to not reading anything.