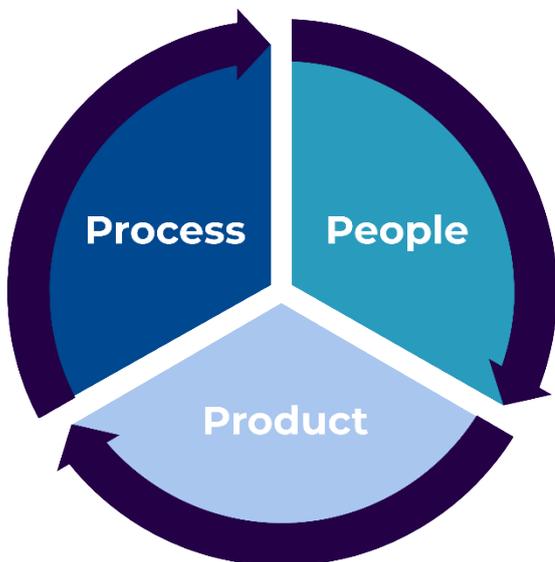




## CommsTransform™



CommsTransform™ provides actionable insights to:

- Improve your use of existing CommsTech, PRTech and MarTech
- Streamline and improve workflows
- Identify new CommsTech, PRTech and MarTech to improve performance
- Identify essential professional development and training in skills and capabilities.

CommsTransform™ provides tangible benefits by improving:

- Cost effectiveness
- Team performance
- Measurement and business impact

CommsTransform™ is a digital transformation roadmap. Purposeful Relations conducts an in-depth audit and analysis of your existing technology, culture and working practices to identify where technology and new professional practice can revolutionise your performance.

Our team assesses your people, processes and technology products to create a roadmap to new and more effective processes and workflows.

According to Microsoft CEO Satya Nadella the COVID-19 pandemic meant: *“We’ve seen two years’ worth of digital transformation in two months”*

For many communications teams and agencies this meant rapid deployment of new technology on a reactive and piece-meal basis to solve immediate problems. It was tactics ahead of strategy simply to survive.

CommsTransform™ analyses where you are today and your existing investments in technology and people to establish your baseline and identify opportunities for development. This can be better use of existing technology, opportunities to save money, new technology that will benefit you or new service ideas to provide within your organisation or to sell to clients.

We benchmark your people, processes and products with what is available on the PRTech, CommsTech and MarTech markets, and against global capabilities and skills for communications and public relations professionals.

CommsTransform™ helps you create a robust strategy to put you ahead by utilising the most effective technology and latest professional practice.

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Technology has revolutionised the legal, finance and marketing world. Communications and public relations is playing catch-up. The Future of Corporate Communications Study 2021 reports that 70% of Chief Communication Officers say that communications technology (CommsTech) is a top area of investment for the coming year and 56% say they are increasing their use of technology.

If corporate communications professionals are to succeed, they need to understand and embrace the opportunities that technology brings to transform the way they work. Technology has a myriad of uses for communications and corporate affairs professionals from saving time and money to helping them perform better and achieve more.

Purposeful Relations helps you to make sense of this complex and rapidly changing world.

## Identify technology

We help you to cut through the hype and understand which technologies are the ones you need to understand, avoid or invest in. If you're baffled by the jargon, not sure which are fads or which are the future or don't see the relevance to your work then let us simplify it and identify what matters to you.

## Justify investment

One of the most significant barriers to adopting new technology is being able to justify the investment and to get the CEO or C-suite to understand it is a priority. The Future of Corporate Communications 2021 study reports that 56% find it hard to explain the justification for investing in communications technology. We help you justify the investment.

## Resolve conflicts

Adopting new PRTech and CommsTech often requires buy-in from corporate IT departments who want to retain control or retain legacy systems. Marketing or sales want to maintain sole access to tech that can benefit comms teams. Our experience of digital transformation in multiple sectors enables us to help you resolve these conflicts.

## Change cultures

Cultural change is one of the most important aspects of digital transformation. To be successful the leadership team need to embrace change and show it isn't simply about new tools for the team, but about a new start to fundamentally improve the organisation. Our change specialists help you navigate your way to success.

## Embrace tech

One of the biggest barriers to the successful adoption of new PRTech or CommsTech is that communications teams lack enough expertise to unlock its full potential. We can help your team to modernise workflows and processes to leverage new digital tools and services. The Future of Corporate Communications Study 2021 reports that 47% say their teams struggle to adopt and leverage digital tools and analytics.

## Keep ahead

Digital transformation never ends. Let Purposeful Relations be your eyes and ears to identify new trends, tools and processes. Let us help you be the first to adopt the right technology (and avoid the duds) to ensure your public relations and corporate communications remains future proof.

## CommsTech | PRTech | MarTech

Some of the technologies impacting communications and public relations that Purposeful Relations can help you understand include AI, AR/VR/MR, metaverses, collaboration and asynchronous working, hybrid and remote working, blockchain, IoT, deepfakes, CRM, web and social analytics, voice and social audio, multimedia content, big data, paid amplification, NFTs, digital humans and bots, attribution analysis and more.

Technology and new professional practice are transforming:

- Proving the value of comms and public relations
- Monitoring and measuring mainstream and social media
- Stakeholder mapping and management to improve understanding and predict behaviour
- Making messaging more impactful and effective
- Saving time and money
- Content creation and distribution including automated writing
- Collaboration and workflow internally and externally
- Employee engagement and internal communications
- Influencer identification and performance
- ESG—environmental, social and governance reporting and management
- Behavioural insights
- Crisis and risk management

*Future of Corporate Communications Study 2021 by Edelman*