



Communication Business Model

BUSINESS MODEL ASSESSMENT

Put the business model of your corporate
communications to the test

PUT YOUR CORPORATE COMMUNICATIONS BUSINESS MODEL TO THE TEST

New business models are at the heartbeat of today's economical discussions.

A business model describes the basic principle of how an organization creates

and expands value. The more volatile the environment, the greater the competitive pressure, the more necessary it is to review and evolve one's own business model.

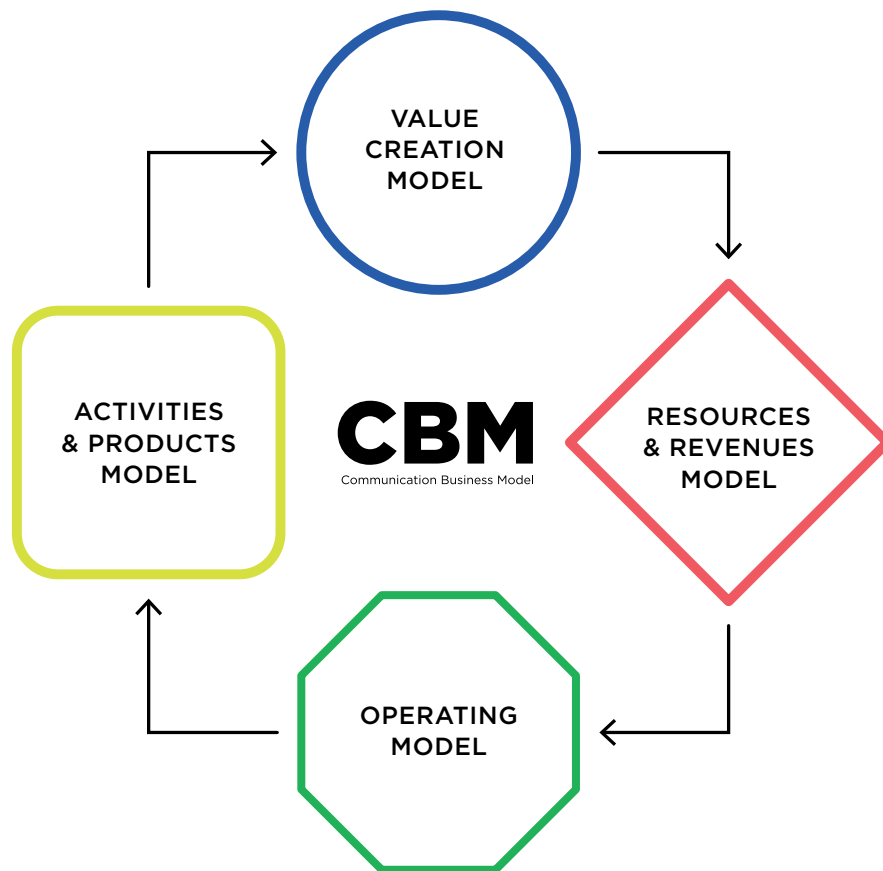
COMMUNICATION DEPARTMENTS MUST ADAPT TO FAST CHANGING BUSINESS MODELS

The social, political, and economic environment have changed fundamentally in just a few years that the business

model of the communication department urgently needs to be put to the test.

KEY QUESTIONS FOR REVIEWING THE COMMUNICATION BUSINESS MODEL

1. What contribution does communication make to the success of the organization?
2. How does the management view the communication department? What budget and personnel resources does it allocate to the mandate?
3. Is the communications department results-oriented, flexible, and efficient?
4. What products and services does the communication department produce to achieve its communications objectives?



THE BUSINESS MODEL FOR CORPORATE COMMUNICATIONS COMPRISES FOUR BUILDING BLOCKS

1. VALUE CREATION MODEL

The value creation model answers the question, “what for?” and shows how communication contributes to the organization’s success with its products and services.

3. OPERATING MODEL

The operating model answers the question “how?”. It describes how the tasks in a communication department are managed, implemented, and evolved.

2. RESOURCES & REVENUES MODEL

The resource model focuses on the “with what?”: the necessary material resources (budget and staff), but Also, the recognition and acceptance of the communication department by its internal clients are relevant here.

4. ACTIVITIES & PRODUCTS MODEL

The service portfolio model defines the “what?” - the products and services that a communication department delivers to its stakeholders and internal customers.

MOVING ON STEP BY STEP

We analyze the business model of your communication department with a tried and tested questionnaire. Each building block is evaluated for its strengths and weaknesses to identify the need for action.

The communication team can be involved in self-assessment workshops, and we will conduct interviews with internal interfaces and external experts. Furthermore, we analyze the impact of trends in market, communication, technology, and society on the communication business model. Together we will achieve a communication model that fulfills your requirements.



1

CHECK

Status assessment of all four building blocks, analysis of trends and the environment as well as interviews

2

PLAN

Deduction of the need for action, assessment of potential, creation of a roadmap

3

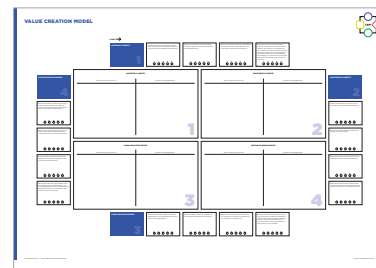
DO

Identification of approaches for the business model innovation, ideation, or prototyping

CBM

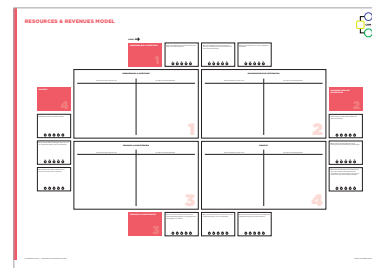
Communication Business Model

For the analysis and evaluation of the communication business model we rely on our methodological expertise, the neutral view of experienced consultants and their own impulses. Our approach is systematic, tried and tested, and as well as practice-oriented. The assessment gives you a complete picture of the status and potential of your business model.



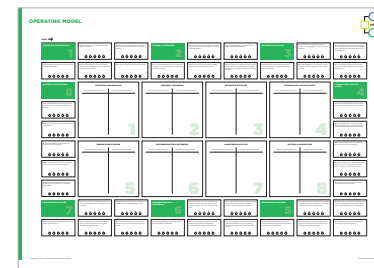
VALUE CREATION MODEL

Answering the question
“For what?”



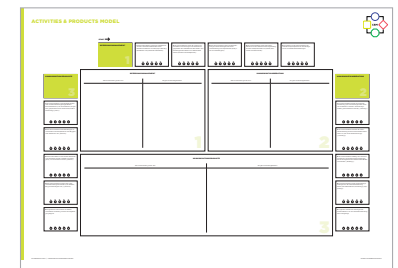
RESOURCES & REVENUES MODEL

Answering the question
“With whom?”



OPERATING MODEL

Answering the question “How?”



ACTIVITIES & PRODUCTS MODEL

Answering the question “What?”

READY FOR BUSINESS?

Do you want to evaluate the business model of your communications department and put it to the test? Then please contact us.

Complement Advisors

Schleusenstr. 15—17
D-60327 Frankfurt am Main
E: info@communication-business-model.com

www.communication-business-model.com