



The Manifesto

Your communication starts here!

A Manifesto shows who you are and what you want to achieve, as a company, as a team or as an individual. Alfred Jansen International Communication uses the Manifesto as the starting point of your communication. The Manifesto makes communicating more authentic, easy and effective.

So, how do you communicate effectively? You need to be seen and heard in the right place and time, right? You need to be understood and appreciated. You need to be authentic and consistent. Quite simply, communication needs to work. Forget the old-fashioned static communication approach, or abstract concepts like missions, visions or storytelling. A Manifesto combines all elements that are relevant for the realisation of your communication strategy and tools.

The difference: it works!

Before you start communicating you'll need to know who you are and what you want to achieve. You have to understand your markets and your customers. The Manifesto is your starting point; you're not only creating a Manifesto, but you're also improving internal communication and ensuring that all communication activities are easy to perform, consistent and effective. The Manifesto combines the relevant elements of your business or project plan, your strategy, your mission, your corporate story and even your branding in one tool. You'll gain control of your communication. Short term and long term!

Create your own unique Manifesto

The best way to create your Manifesto is by organising a "Manifesto Masterclass". Depending on your organisation and objectives, this Meet-up will give you all the basic building blocks for your communication. These building blocks cover all areas: from branding to presentation, from social media to internal newsletter, and even your marketing activities are included. Each Masterclass is unique and made-to-measure, based on your specific needs.

Use your Manifesto in different ways. For example:

- As the basis for developing your overall communication strategy
- As a 'call to action' for introducing products and start-ups
- As a tool to support complex projects
- As a supporting tool for reorganisations
- As a tool for personal coaching or reintegration

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