

# Your communication starts here

# Go Manifesto!

A Manifesto shows who you are, what you stand for and where you are going - as a company, as a team or as an individual. Alfred Jansen Communication uses the Manifesto as the starting point of your communication. The Manifesto makes your communication authentic, easy and effective.

So, how do you communicate effectively? You want 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, your communication needs to work. Forget the old-fashioned static communications approach, or abstract concepts like missions, visions or storytelling. The Manifesto is the cornerstone of both your communication strategy and the tools you use to communicate.

## Communication in times of change

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 creating internal communication in the process, ensuring that all communication activities are consistent and effective, and your team is on board all the way. You'll gain control of your communication. Short term and long term! And, like now, in times of change.

## Create your own unique Manifesto

The best way to create your Manifesto is by staging a "Manifesto Masterclass", led by Alfred Jansen. Depending on your organisation and objectives, this session 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

On the right: the Manifesto of Alfred Jansen Communication.  
Visit the "Manifesto" page on my website to learn more!



communications consultancy  
content creation and media production  
campaigns, events and presentations  
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