

# TASKS FOR TEAMS



# Objectives

This workshop looks at how to identify commercial objectives and then relate them to communications objectives.

Communications objectives are notoriously badly defined and monitored. This does not just hamper the Communications department of an organization, it also damages the collective experience of leadership more

## Learning Objectives

- Identify the commercial objectives of your organisation for you and your team.
- Write communications objectives that support the commercial objectives.

## Goal

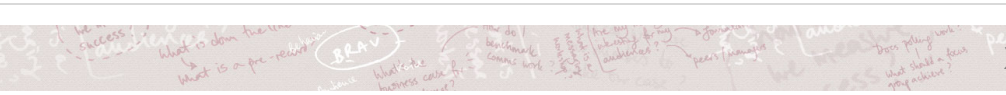
- Link communication objectives to commercial goals.

generally. It is not just Communications departments that should have communications objectives, each entity in an organization should have a clear set of communications objectives.

## How to identify commercial objectives

This is a collaborative workshop so work with your tutor to fill in the grid below with the commercial objectives of each entity you are responsible for this year.

Commercial Objective	You	Your team	Your campaign	Your organisation
1.				
2.				





Objectives differ depending on the entity you represent. For example, if you are talking about your team within your organization, your objective will be different than if you are talking about your organization to a new broadcaster.

Remember that each communications objective should also support your delivery of a commercial objective.

### Worked example

This download is only a partial sample of one of the Tasks for Teams workshops. To find out more see [www.storeycomms.com](http://www.storeycomms.com) and get in touch.

