

Strategy Workshop:

Your Communications Strategy on One Page

What is it?

ByDesign Communications has developed a bespoke methodology to help companies define and articulate a clear communications strategy. At the heart of this approach is a focused 2–3 hour workshop with a small group of senior decision-makers. The session is driven by a series of strategic, pointed questions designed to surface insight, unlock alignment and direction.

Following the workshop, the ByDesign team synthesises the discussion into a comprehensive blueprint. We then rigorously stress-test the strategy before presenting it back to the client for refinement and final alignment. One of the key advantages of this process is that the resulting work can be used to inform all communication efforts, whether developed by ByDesign or not, and the client retains full ownership of the strategy.

The output is visualised through a “placemat” that keeps teams on task, providing a sense of shared progress and establishes post-session deliverables.



We interrogate:

- **Relationships:** Who are we trying to build a relationship with? What do they need that they are not currently getting? What is our current relationship with this audience?
- **Channels:** How will the various communications channels support the business, and more importantly what is the purpose of each channel – if we know the purpose we know how to measure it?
- **Approach and Content:** if this were a brief what would it say? What content is required to meet our vision?
- **Voice:** What is the tone or manner we will use with our audience?
- **Messages:** what do you want your audience to believe?
- **Purpose:** why do you do what you do?

What difference does it make?

This process doesn't just deliver a strategy – it creates alignment, clarity and momentum. The final one-page strategy becomes a powerful reference point for teams and sharpens decision-making. It moves communications from reactive to strategic. It gives your team the confidence to communicate with intent, the tools to measure success, and the clarity to tell a story that resonates with your audience.

Get In Touch



Kevin Welman
Director & Co-Founder
Mobile: (+27) 82 924 5048
Email: k.welman@bdcomms.co.za



Vanessa Baard
Director & Co-Founder
Mobile: (+27) 82 331 8158
Email: v.baard@bdcomms.co.za