

To be or not to be strategic

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Competition

Winning

Manoeuvring

Positioning

Stratēgia

The office of a general

Strategos

The general

Spin
= communication
Propaganda
aimed at fulfilling an
Manipulation
organisation's goals
Self-serving

**strategic
communication**

**To be or not to be
strategic ; that is
not the question**

**How to be
strategic ; that is
the question**

Organisations make 'garbage can' decisions

3. PLANNING PHASE

While your intended communication activity may be big or small in scale, it still requires careful planning. This resource is intended to offer you support to plan successful actions that can be monitored and evaluated.



plan for process

People act based on emotions, not logic

Organisations make 'garbage can' decisions

Plans are not always
linked to needs

Solutions are not
necessarily linked to
problems

**plan for
process**

Affect eats
facts for lunch

Personal relevance
beats abstract good

**People act based on
emotions, not logic**

**plan for
process**

Make sure the means
match the envisioned
end

Make sure to save
resources for the
unexpected

Don't lecture

Don't be boring

**plan for
process**

Thank you!

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