

Phase 1: Implementation and Brand Management (Jan - Feb)

1. Communication Strategy Refinement: Review and refine communication strategies based on new BED Pathways Model
2. Brand Audit: Conduct an in-depth review of the brand identity, market positioning, and competitor landscape to identify opportunities for enhancement.
3. Staff Training and Guidance: Conduct training sessions to empower staff with the new communication strategies and reinforce the importance of consistent messaging.

Phase 2: Communication Optimization (Mar-April)

1. Organizational Restructuring: Begin executing the new organizational model, ensuring seamless transitions and clear communication across teams.
2. Brand Enhancement: Implement changes derived from the brand audit, refining visual elements, messaging strategies, and brand voice.
3. Public Relations Campaign Kickoff:** Launch targeted PR campaigns aligned with the refined brand messaging and organizational changes.

Phase 3: Evaluation and Future Roadmap (May)

1. Performance Evaluation: Assess the impact of the new organizational model on overall operations, brand perception, and market positioning.
2. Communications Assessment: Analyze the effectiveness of communication strategies and make necessary adjustments for ongoing improvement.
3. Long-term Roadmap Development: Create a roadmap for sustained brand management, communications oversight, and PR strategies beyond the retainer period.

Recurring

1. Monthly Brand Oversight: Monitor and manage the brand's online and offline presence, ensuring consistency and resonance across all channels.
2. Consulting Sessions: Initiate consulting sessions to advise on internal communications and align staff with the evolving organizational structure.
3. Feedback Collection: Gather feedback from internal and external stakeholders to iterate and improve communication approaches.

These objectives create a structured plan aimed at achieving the goals of executing the new organizational model while managing brand communications effectively over the 6-month retainer period. Adjustments can be made based on specific organizational needs and evolving market conditions.