

Andrew A. Napier consulting

communications : issues management : change management

Communication strategy:

- ▶ **to gain competitive advantage**
- ▶ **to secure commitment to change**
- ▶ **to raise your profile and enhance reputation**
- ▶ **to build team spirit and trust**
- ▶ **to adapt to new challenges**

Advice and interim management to help clients to :

- ▶ use the best communications strategy to achieve their business objectives
- ▶ handle unexpected challenges and special projects

We also help clients to integrate the work of:

- ▶ agencies, consultants and research companies
- ▶ corporate branding, design and web specialists

Services include:

- ▶ corporate positioning, vision and key messages
- ▶ strategic communications
- ▶ press releases, articles, brochures, presentations
- ▶ websites and web-based communications
- ▶ internal communications
- ▶ issues management, public affairs & lobbying
- ▶ corporate branding and culture change
- ▶ crisis management and change management
- ▶ training, seminars and public speaking

Working with business partners and associates we can also provide a range of communications and business consultancy services to make change happen for clients.

**"a strategic thinker with a focus on both
the big picture and the details"**

Andrew Napier is a corporate affairs professional with extensive international experience.

He specialises in making change happen.

His specific skills are: corporate communications, issues management, crisis management, change management and public affairs.

He has more than 20 years international management experience - in an international organisation (the International Olympic Committee) and multinational corporations

(Ford of Europe, British American Tobacco and Philip Morris) - as well as interim management and consulting for a variety of clients, from start-ups to international organisations.

His experience includes setting up and running national and international operations, with overall responsibility for corporate affairs, internal and external communications, communication strategy, corporate branding and identity, PR, crisis and issues management, change management and public affairs.

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