



SOLA ABULU & ASSOCIATES

Strategic Communication Consultants

**| Public Relations & Communication |
Stakeholder & Reputation Risk Management**



- **My name is Sola Abulu. I am the Principal Consultant of Sola Abulu & Associates. I am a business leader with deep expertise and over 25 years experience in strategic communication, organizational effectiveness and reputation risk management.**
- **Over the course of my career, I have observed that leaders routinely underestimate, ignore or are unaware of the business value of strategic communication. I have seen organizations struggle over issues and initiatives that could have been better managed with a more purposeful approach to communicating and engaging with employees and external stakeholders.**
- **I have also noticed that leaders tend to be tactical in their approach to managing communication. There is a tendency to jump to solution-mode without seeking to probe into the underlying issues or behaviour drivers in terms of attitudes, mindset, narrative and sentiment; or recognizing the significant impact that targeted employee and/or stakeholder communication and engagement could have on the achievement of delivery outcomes.**
- **At SA&A, we enable public and private sector leaders and organizations to achieve desired business, organizational or strategic outcomes by communicating and engaging with identified audience and stakeholder groups, with an intuitive, insights and expertise-led approach that ensures that behavioral change is enabled, perceptions, sentiments and narratives shift and desired outcomes are realized within an agreed timeframe.**
- **Since January 2020, we have had the privilege of working with leading Nigeria-owned companies in a wide variety of sectors, including the Energy sector, Information Technology, Education and Health Sectors. We have also provided strategic advise and capacity building interventions to public office holders and state governments within Nigeria with measurable results.**



WHO WE ARE

Sola Abulu Associates (SA&A) is a strategic communication consulting and training firm providing services to leading businesses and organizations in the private and public sector in Nigeria and Africa.

- **Established by Sola Abulu in January 2020, SA&A prides itself on providing world class strategic public relations, communication and stakeholder management services to the Nigerian market.**

- **We work with business, public sector and political leaders to achieve their desired objectives and outcomes by being more purposeful in their communication and management of stakeholder relationships.**
- **We also help organizations and leaders communicate better with their audiences.**
- **We help our clients use strategic communication as a brand differentiator, a competitive advantage and a catalyst for positive change.**



WHEN CLIENTS

CALL US IN

Clients call us when they have pressing internal, organizational or external stakeholder communication and relationship management challenges that require rich experience and highly skilled expertise to resolve at an accelerated pace

CONSULTING

PRIVATE SECTOR

ENERGY | EDUCATION | HEALTH | IT | SERVICES | MANUFACTURING

<ul style="list-style-type: none"> • When clients need to enhance their leadership and brand profile 	<p>We develop and deploy an effective <u>PR STRATEGY & PLAN</u> with measurable results</p>
<ul style="list-style-type: none"> • In times of crisis or to enable the organization to pre-empt or mitigate crisis impact 	<p>We come up with an effective <u>CRISIS MANAGEMENT STRATEGY</u>, structure & framework and build internal capability to manage and mitigate crisis.</p>
<ul style="list-style-type: none"> • When external issues and stakeholder matters have become so complex that the stress of managing them overwhelms business efficiency 	<p>We develop a fit-for-purpose <u>ISSUES & STAKEHOLDER MANAGEMENT STRATEGY</u> that enables the organization to navigate its landscape more effectively</p>



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<ul style="list-style-type: none"> When the business is struggling to generate new leads and no new business is coming in 	<p>We audit the existing marketing strategy and develop A STRATEGIC MARKETING PLAN that identifies problem areas, recommends solutions and provides guidance on market targeting, messaging and how to manage the pipeline better</p>
<ul style="list-style-type: none"> When the business is consistently failing to meet its deliverables and there is a need to stir up the organization for positive change 	<p>We develop an INTERNAL COMMUNICATIONS STRATEGY & PLAN designed to enable the business to achieve specific targets within a time period with measurable results</p>
<ul style="list-style-type: none"> When organizations are implementing transformation initiatives and leaders need everyone in the organization to be aligned to deliver the change 	<p>We develop an effective CHANGE COMMUNICATION STRATEGY that enables the organization to achieve its transformation objectives</p>



WHEN CLIENTS

CALL US IN

Public sector clients call us when they need to access or deploy world-class communication expertise in furtherance of their institutional, public sector or political agenda

CONSULTING

PUBLIC SECTOR

FEDERAL & STATE GOVERNMENT MINISTRIES & PARASTATALS, POLICY INSTITUTIONS, POLITICAL OFFICE HOLDERS,

<ul style="list-style-type: none"> • When leaders seek to build a prominent public profile nationally and/or regionally or engage effectively with citizens or younger generations 	<p>We develop and deploy e a citizen-centric and effective <u>MEDIA & COMMUNICATION STRATEGY & PLAN</u> with measurable results</p>
<ul style="list-style-type: none"> • A high-level communication and engagement strategy is required for a political campaign or initiative 	<p>We develop a comprehensive multi-stakeholder targeted <u>POLITICAL COMMUNICATION STRATEGY</u> that ensures that all critical relationships are managed and external narrative and sentiment aligns with designed objectives</p>
<ul style="list-style-type: none"> • When an effective communication strategy is required to drive institutional change within a large and complex public sector organization 	<p>We develop a fit-for-purpose <u>INTERNAL COMMUNICATION STRATEGY</u> that enables the achievement of the transformation and also manages internal and external stakeholder sensitivities</p>
<ul style="list-style-type: none"> • When an effective strategy is required to create awareness, change behaviours and drive policy compliance within the general public and targeted groups 	<p>We develop an effective <u>CHANGE COMMUNICATION STRATEGY</u> that enables the organization to achieve its transformation KPIs with measurable result</p>



TRAINING COURSES

- Courses are available at entry, skill and advanced level
- Team or Group bookings are encouraged with a minimum of 5 participants
- Courses are delivered in person (in Lagos Island, Nigeria) and virtually depending on participants preference
- Inquiries to training@solaabuluassociates.com

PR , Media & Stakeholder Management Course

Designed for business owners, entrepreneurs, public relations and communications practitioners and leaders.

Learning Outcomes:

- Understand the principles of public relations, media and stakeholder management in a business context
- Know how to use media and public relations to advance business objectives
- Know how to analyse media coverage, understand the landscape and position your business effectively
- Understand how to set business-relevant media and public relations targets and achieve them
- Learn how to ethically persuade and influence audience and stakeholder perceptions and actions through strategic public relations and stakeholder management

Strategic Communications Course

Designed for business owners, entrepreneurs, public relations, HR and communications practitioners and leaders.

Learning Outcomes:

- Understand the principles strategic communications and how to deploy them effectively in internal and external communications
- Understand the broad spectrum of corporate communication and relevance to own business and organization
- Ability to develop strategic communications plans with measurable targets
- Develop the skills to become a trusted adviser to the business
- Leverage on strategic communication as a positive differentiator
- Understand how to manage reputation and manage stakeholder risk

Policy, Political & Public Sector Communications Course

Designed for public sector, political, policy institution leaders, public office holders, communication practitioners, consultants etc.

Learning Outcomes:

- Understand the principles of effective public sector, policy and political communication in a modern digital and social media active population
- Understand how the media and social media landscape is changing and why the public sector needs to communicate and engage differently
- Ability to drive policy compliance through effective and audience-centric communications
- Understand how to communicate effectively with a diverse and complex audience
- Ability to achieve policy, political or public sector outcomes through effective and ethical communications
- Awareness of and understanding of world class communication practises that drive public sector success
- Understand how to manage social media and communication risk in public sector and politically sensitive contexts



TRAINING COURSES

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Issues, Crisis & Reputation Management Course

Designed for senior leaders in private or public sector organizations; communications managers, media consultants, public office holders, trusted advisers etc.

Learning Outcomes:

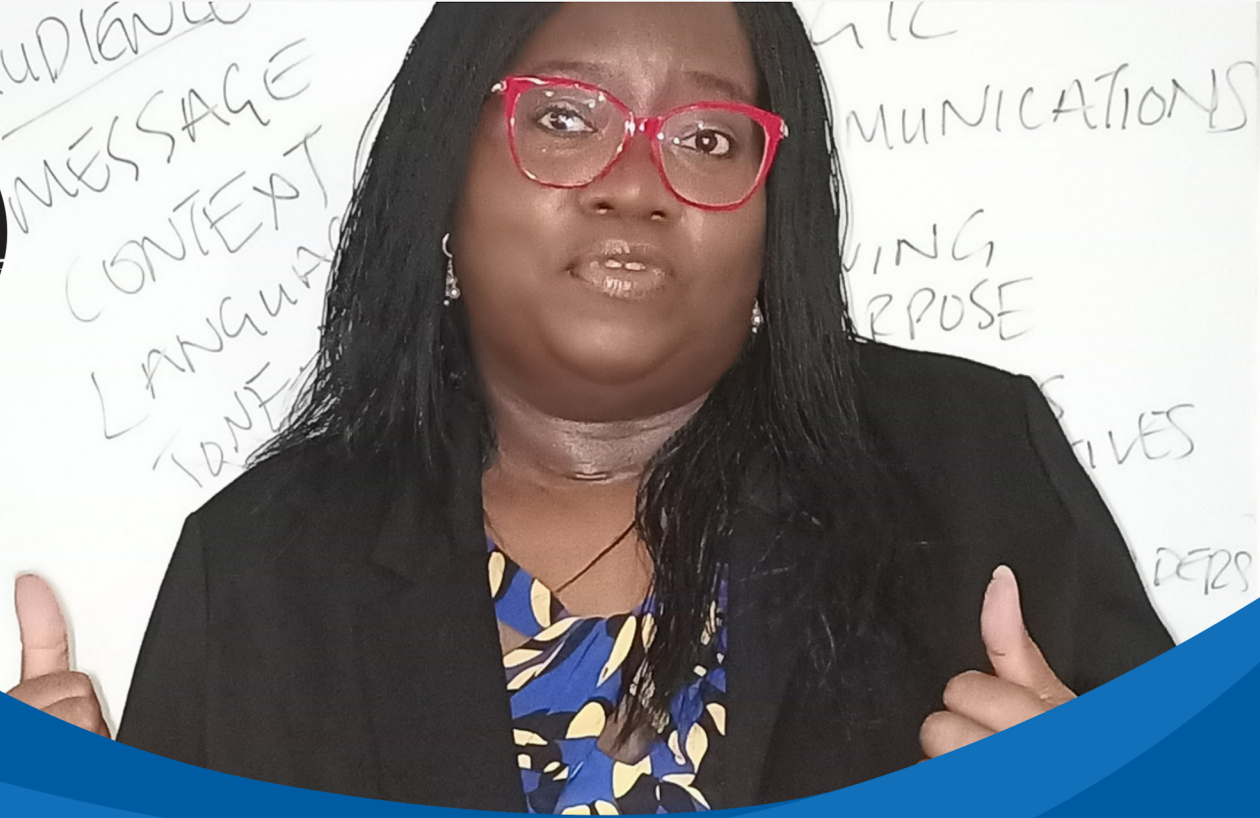
- Understand the value and principles of reputation management
- Know how to manage reputation and mitigate stakeholder crisis in business and/or politics
- Know the difference between issues and crisis management and how to identify warning signals
- Understand how to create a functional issues and crisis management structure in your organization
- Understand the dynamics of crisis management
- Know how to avoid the most common mistakes in issues and crisis management
- Understand how to build crisis resilience within your business or organization

Brand & Communications Marketing Strategy Course

Designed for medium sized business owners, entrepreneurs, marketers, business development leads, communications professionals, independent consultants etc.

Learning Outcomes:

- Understand the principles of strategic marketing and how to deploy in your business and organization
- Understand your marketing funnel and what to do to generate and convert leads better
- Understand your target market better and know what to do to improve your market positioning
- Understand the importance of brand management
- Know how to develop and implement an effective brand strategy with measurable business improvement results
- Know how to increase brand value and enhance the income generating power of your brand
- Know how to set business-relevant performance targets for your brand and marketing



Contact Us

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