



Sola Abulu & Associates (SA&A) is a strategy and communications consulting and training firm focused on enabling businesses, brands, organizations and institutions to achieve their desired objectives through strategic communications, organizational effectiveness and reputation risk management

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STRATEGY

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COMMUNICATIONS

CONSULTING

WELCOME MESSAGE

Sola Abulu

Principal Consultant,
Sola Abulu & Associates (SA&A)



In January 2020, Sola Abulu & Associates (SA&A) was established as a strategy and communications consulting firm, after 22 years of my working for a major international oil company in Nigeria in various roles including being the External Relations Manager for Lagos operations and Communications Manager for the entire company from 2015 -2019.

SA&A operates at the nexus of STRATEGY and COMMUNICATIONS. We enable businesses to locate and operate in the sweet spot where strategy and communications collaborate to identify and frame the nature of a problem, find solutions and resolve for the benefit of the collective or individual as the case may be.

We are not just a strategic communications consulting firm, we connect STRATEGY with COMMUNICATIONS to deliver measurable RESULTS for our clients in the public and private sector

At SA&A, our vision is to be the leading strategic communications training and consulting firm in Africa. We aim to achieve this by continually growing our internal knowledge base to enable the facilitation of best-in-class advisory solutions to our clients; delivering world class training to leaders, professionals, consultants and service providers, investing in research and capacity development and ensuring that we retain the capability to provide unique skills, expertise, insights, perspectives and solutions that enable our clients and customers to achieve their desired outcomes in quantifiable terms.

ABOUT SA&A

Established by Sola Abulu in January 2020, SA&A provides strategic communications and organizational effectiveness training and consulting services to major players in the energy, IT solutions, education, health and consulting sectors within Nigeria and Africa.

CONSULTING



Our consulting arm works with businesses, brands and institutions to activate performance improvement, productivity programs, business delivery and agenda-setting initiatives through the strategic use of communication and effective stakeholder management

Our consulting offerings include a broad spectrum of strategy solutions, research projects and operating frameworks that enable management teams to position their businesses and organizations for success through effective management of external stakeholder relationships, purposeful brand and reputation management and a strategic use of communication to achieve desired outcomes

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Research

2

Strategy Solutions

3

Operating Frameworks

SA&A VALUES

- At Sola Abulu & Associates (SA&A) , we subscribe to the IABC Code of Ethics We are committed to honesty and integrity and ensuring that our actions bring trust and respect to the communications profession. Our expertise is in enabling our clients to navigate business, stakeholder, policy and public sector complexity by effectively managing reputation risks in a sustainable manner, with measurable results.
- **We do not believe in "PR spin", deliberate mis-information or disingenuous communication. We believe it is possible to effectively manage reputation and resolve complex issues and crises in an ethical and sustainable manner, by doing the right thing and proactively or responsibly communicating and engaging about progress, dilemmas, lessons learned and areas for improvement. This is our approach to strategic and sustainable communications.**

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We are a strategy and communications consulting and training firm committed to enabling our clients to achieve their desired outcomes through strategic communications, organizational effectiveness and ethical reputation risk management.

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RESEARCH 1 DATA & INSIGHTS

We harvest high-quality data and insights that enhances leadership oversight, high grades the quality of decision-making, enables continuous improvement, drives transformation, enhances efficiency, opens new doors of opportunity and increases productivity with measurable results

Brand Audit

Brand & Reputation Survey

Employee Engagement Survey

Social Media/Digital Footprint Audit

Public Perception Survey

Reputation Benchmarking Study

External Stakeholder Survey

Change Readiness Audit

Organizational Effectiveness Survey

Organizational Culture Survey

Policy Awareness Survey

STRATEGY SOLUTIONS

2

We create highly customized, actionable and results-oriented strategies and implementation plans that enable brands and institutions to achieve their business and/or organizational objectives through a targeted, research-based and expertly guided use of communication and stakeholder management principles, with measurable results

Change Management Strategy

Marketing Communications Strategy

Major Project Communications Strategy

Crisis Communications & Management Strategy

Policy Communication Strategy

Brand Refresh & Repositioning Strategy

Corporate Communications Strategy

Website & Social Media Strategy

Organizational Effectiveness Strategy

Public Sector Communication Strategy

Stakeholder Management Strategy

Media Relations Strategy

Leadership Communications Strategy

Stakeholder Management Strategy

Brand Communications Strategy

New Brand Strategy

Internal Communications Strategy

Development Communications Strategy

OPERATING **3** FRAMEWORKS

We develop, customize and enable the successful deployment of best practise management frameworks and operating models that enable businesses, brands and institutions to purposefully drive their strategic program, project, production, service or innovation agendas and improve overall performance in terms of organizational efficiency and effectiveness, employee engagement, brand positioning and reputation management with measurable impact on the bottom-line.

Issues Identification & Management Framework

Stakeholder Management Framework

Brand Strategy Framework

Internal Communications Framework

Strategic Communication Framework

Change & Transition Management Framework

Marketing Communications Framework

Reputation & Crisis Management Framework

Performance Management Framework

SA&A CONSULTING

We have provided consulting solutions and services to brands and institutions in the following sectors:

- **Energy**
- **Education**
- **IT Solutions**
- **Healthcare**
- **Professional Services**
- **Public/Government**



SA&A CONSULTING

Outcomes and Results that our Strategy Solutions have provided:


- *Enhanced Brand Visibility resulting in higher brand equity and value with tangible impact on the bottom-line*
- *Improved reputation and higher local, regional and national profile that enables the delivery of strategic objectives*
- *Enhanced organizational effectiveness in terms of performance management, collaboration and business delivery*
- *Stronger Internal alignment around the management of complex issues*
- *Establishment of industry-standard issues and crisis management capability*
- *Improved marketing communications process and de-bottle-necking of the marketing/sales funnel for improved results*
- *Stronger management oversight and valuable data for decision-making*



If you need a more effective organizational, **BRAND** positioning, reputation issues/crisis management or corporate/institutional **COMMUNICATIONS** or stakeholder management **STRATEGY** that delivers tangible **RESULTS** ...



CALL US!

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