

NAVIGATING COVID-19 THE CHANGE

MADANO MINDSET SERIES

**Edition 5:
Diagnosing your 'real' communications needs while
navigating the COVID-19 change curve**



We don't have all the answers, but we'd love to hear from you or just continue the conversation. Please contact us via matthew.moth@madano.com

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Diagnosing your 'real' communications needs while navigating the COVID-19 change curve

As well as seeking innovation, sometimes it's worth reminding yourselves of simple tools that have helped you and a myriad of clients to manage communications challenges whatever the circumstances.

So we thought we'd share Madano's communications diagnostic that provides a simple but really effective framework for Business Leaders and Communications Professionals to consider what are your 'real' communications needs, how do they balance off, and how they can best support a rapidly evolving business strategy.

Neatly, the model reflects Madano's integrated capabilities and expertise and how they can be deployed quickly and effectively to help you navigate the change driven by COVID-19.

It is at the heart of what we do!

Madano Communications Diagnostic Model

