



Sergio Jellinek & Associates

Strategy, Communications and Global Advice

COMMUNICATIONS FOR RESULTS (C4R)

Communications for Results (C4R) is a comprehensive, strategic communications management approach with a software application that allows designing, implementing and evaluating effective communications strategies with clear objectives and measurable results.

The **C4R** methodology introduces management by results to communications through a ten-step approach:

1. **Future Search**, an interactive exercise where a transformative process of the audiences/clients (**C4R Purpose**) is imagined creating the mission of the strategy.
2. **Goal** is the higher level impact to which the communication strategy along with other actions contributes to achieve.
3. **Impact and Performance Indicators** which measures transformative changes in key audiences and clients as a result of the strategy and reflects the impact of the communications strategy at the end of the implementation cycle.
4. **Outputs** or the products and services that will shape the strategy and are under the control of the Communications team.
5. **Output Indicators** are the quality standards defining the outputs.
6. **Activities** or the strategy reflecting how to achieve outputs through the Business Plan.
7. **Project Budget and Resources**
8. **Annual Evaluation** measures the effectiveness of the strategy.
9. **Risk Evaluation of the Communication Strategy**
10. **Business Plan Revision**

C4R SERVICES

Sergio Jellinek & Associates provides its clients a robust suite of products and services related to the **C4R** methodology from custom tailored solutions to training workshops and online consultation and support.

- *C4R tailored installation* to clients needs. This includes training, consultation, software implementation, regular monitoring and online advice (3 months to one year).
- *3 day workshop* for public and private sector institutions and international organizations. The result of the seminar is a strategic **C4R** Matrix for Results.
- *Two-hour intensive workshop* designed for Communications Directors, Managers of public/private sector institutions and international organizations.
- *Online and remote assistance* for clients who already have developed a communications strategy and want to optimize their results.

All sessions integrate multiple pedagogic approaches to strengthen a team based approach. Using interactive presentations and the **C4R** software, the attendees will have the opportunity to analyze and discuss cases that pose similar challenges to their organizations.

WHO WE ARE

Sergio Jellinek & Associates is a public affairs and strategic communications firm specialized in providing innovative communications solutions to clients in different industries including public, private, and international organizations.

With emphasis in the Americas and over 25 years of experience, **Sergio Jellinek & Associates** has a network of over 20 years in the region.

The founder and CEO, Sergio Jellinek, developed the **Communications for Results (C4R)** methodology which includes a software application to effectively design, implement and evaluate communications strategies based on results.

CONTACT

For inquiries regarding courses tuition and availability, please write to admin@sergiojellinek.com, claudia@sergiojellinek.com or call +1 (202) 347 3414