

# HOW CENTER STAGE IMPROVES CAMPAIGNS



Campaigns describe initiatives with complex strategies and multiple stakeholders, with layers of approvals before the final goal is realized. Communicating effectively in such a complex environment requires a special focus, coordination, and effort. Maintaining a team's engagement and motivation during such a process is especially difficult. For all these reasons--message consistency, employee motivation, and clarity—using Center Stage training as a tool in the process reaps enormous rewards in productivity and side-stepping landmines. Center Stage has been a cornerstone for companies initiating campaign launches to introduce new products, win large clients, and more.

## EXAMPLE

When a Fortune 500 corporation moved its headquarters halfway across the country, they wanted state-of-the-art communications. After two years of planning, four companies made the short list to capture this prestigious and lucrative business. It was our Center Stage client who made the short list.

## CENTER STAGE TIP

The best choice for a spokesperson during campaigns could be a person you'd least expect. To identify and develop speaker talent, do not sell people short, even when they vary from your typical image. In the example above, a diamond in the rough, with great dedication and energy, was one of two major reasons why the underdog company scored the biggest win in its history.