

ENSURE CONSISTENCY

Your goal is to align everyone's communication activities, so that all are pulling in the same direction.

- Consistency in words

Pay attention to the words used in publications, press releases, advertisements and other material.

- Consistency in numbers

Make sure that all the documents use identical numbers (Example '49.5 per cent' and '50 per cent' are two different values).

- Consistency across people

You need to reach a high degree of uniformity in your key message regardless of who communicates it (marketing department, 'medical team', headquarters, affiliates).

- Consistency across time

Ensure continuity over time.

Convey the same core message year on year.

Repeat the identical key message over a long period.

Achieving consistency requires your constant attention and coordination.