



Effective Communications: Raising the Profile of Procurement to Get the Buy-In You Need



The importance of strategy & planning



Remember to measure and evaluate!



WHY - what's your objective?



1. Why do you want to raise the profile of your department?

Because we want to raise awareness of the work that we do

2. Why do you want to raise awareness of the work that you do?

Because we want people to choose to use a supplier from our framework

3. Why do you want people to choose a supplier from you framework?

Because we want them to use a supplier that is compliant

4. Why do you want them use a supplier that is compliant?

Because we want them to benefit from the due diligence that we have already carried out

5. Why do you want them to benefit from the due diligence that you have already carried out?

Because we want them to be able to choose a supplier quickly and focus on their core activities

WHO - what's their experience?



Heads of Department

UEB

End users

Lab technicians

IT

Heads of School

Travel bookers

Finance dept.

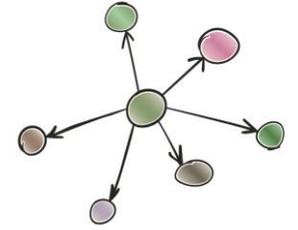
Business Partners

Academics

Students

Travellers

Buyers



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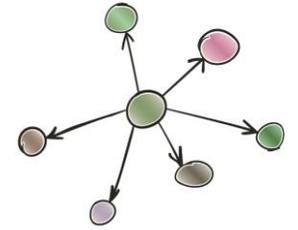


Channel your inner toddler....



Put it all together

1. What do you want the outcome of your communications to be? (WHY)
2. What is important to your audience? What motivates & engages them? (WHO)
3. What information do they need and what's nice to know? (WHAT)
4. Which channels are going to help you to achieve that result? (HOW)



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3 things you can start today



2. Audience perspective

1. Outcome

3. So what?



Any questions?

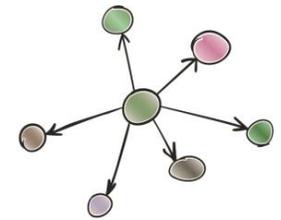
Twitter - @BrowningYork

Instagram - @time_for_kindness

www.browningyork.com

sarah@browningyork.com

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SCAN ME

