

thinking people



COMMUNICATION
INFRASTRUCTURE
GROUP

A D A M S C O U N T Y

Client Challenge

Named one of the fastest growing counties in Colorado, Adams County leaders knew they had to ensure their communication was keeping pace with their progress in the state. They wanted to lead constituents into the future, and to do so, they had to create communication experiences that generated collaboration and motivation among the diverse groups they serve.

Adams County invited CIG to become a part of their team for a yearlong Communications Audit. The goal was to provide a comprehensive snapshot of their existing communication program and the perceptions of Adams County, and then to develop a menu of recommendations for Adams County to put into action.

CIG Solution

The CIG Team jumped into the necessary research by becoming as imbedded in the organization as possible. We knew that in order to get a true sense of how communication flowed and functioned, we needed to talk to decision makers at the highest level of the organization as well as employees throughout the county. In addition, constituents within the county would need to be reached to give the most accurate portrayal of perceptions of the organization.

To tackle it all, CIG developed a process aimed at gathering both quantitative and qualitative data from all groups. The research included in-depth interviews, surveys and focus groups with stakeholders within the organization as well as external audiences. The year's worth of research was carefully analyzed and compiled into a report that highlighted numerous strategies for improvement. The result? Exciting ideas for change and tools for Adams County to re-invent communications and ensure its message clearly cuts through the clutter.

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Communication Results