

**Business Aviation**  
**Best Practices Series**



EXTERNAL COMMUNICATION

Best Practice	Elements
Communication must begin with leadership intent and guidance	<ul style="list-style-type: none"> <li>• Communication should live at the core of company values.</li> <li>• Leadership should set communication plans at priority levels comparable to those of operations and finance.</li> <li>• Base desired objectives on the organizational plan.</li> <li>• Link actions and words to these objectives.</li> </ul>
Carefully consider the audience and craft the message with the purpose of addressing this audience.	<ul style="list-style-type: none"> <li>• Identify the audience.</li> <li>• Consider the organizational message relative to the audience. Provide “proof points”.</li> <li>• Identify the proper channels for reaching that audience.</li> <li>• Communicate to build and leverage relationships.</li> </ul>
Communicate from a position of respect, understanding, and open dialogue	<ul style="list-style-type: none"> <li>• Establish a foundation of trust.</li> <li>• Communicate to build and leverage relationships.</li> <li>• Realize that audiences form beliefs based on the nature of a company’s communication with them.</li> <li>• Allow flexibility to respond to unique threats as they arise.</li> </ul>
Ensure the communication is results-based, pervasive and continuous.	<ul style="list-style-type: none"> <li>• Shape strategy such that every action, image, or word, or conveys a message.</li> <li>• Integrate message vertically among tactical levels.</li> <li>• Integrate message horizontally among stakeholders.</li> <li>• Aim to achieve specific outcomes and end states.</li> </ul>