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discussing different communication channels to be used and
setting goals for desired change together provide such
responsibility (Ford, Abimbola, Renshaw & Nkum, 2005).

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LarryLitwin.com M. Larry Litwin, APR, Fellow PRSA, is an established strategic adviser, teacher, mentor, role model and

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Larry Litwin

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strategic means communicating the best message, through the right channels, measured against well-considered organizational and communications-specific goals.

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Best practices will equip participants with strategic guidance and tactical tools; thus serving as your roadmap to achieving aligned, purposeful internal communication. Rhonda Rathje is a seasoned communication professional with 35+ years of proven, practical experience.

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