

# A Strategic Communication Plan for the Post Office and Apple Inc. Collaboration

Presented by:

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command of a good range of technical, including proficiency in the English Language, and/or artistic skills.

50-59%

2:2

2:2 - Good understanding of relevant theories, concepts and issues with some critical analysis.

Research undertaken accurately using established methodologies, enquiry beyond that recommended may be present. Some errors may be present and some inclusion of irrelevant material. Good understanding, with evidence of breadth and depth, of knowledge and subject-specific

# Introduction

- ▶ As a consultant, I developed targeted communication strategy for rebuilding trust and restoring credibility.
- ▶ Analysis of Apple's expectations and strategic opportunities.
- ▶ Core principles, initiatives, and measurable KPIs for ensuring accountability and effectiveness.



# The Horizon Scandal

- ▶ Major injustice caused by wrong act of sub-postmasters.
- ▶ Failures in communication, transparency, and accountability (IoD, 2024).
- ▶ Reputation damage and loss of trust.
- ▶ Causes are lack of timely disclosure and ineffective crisis management.

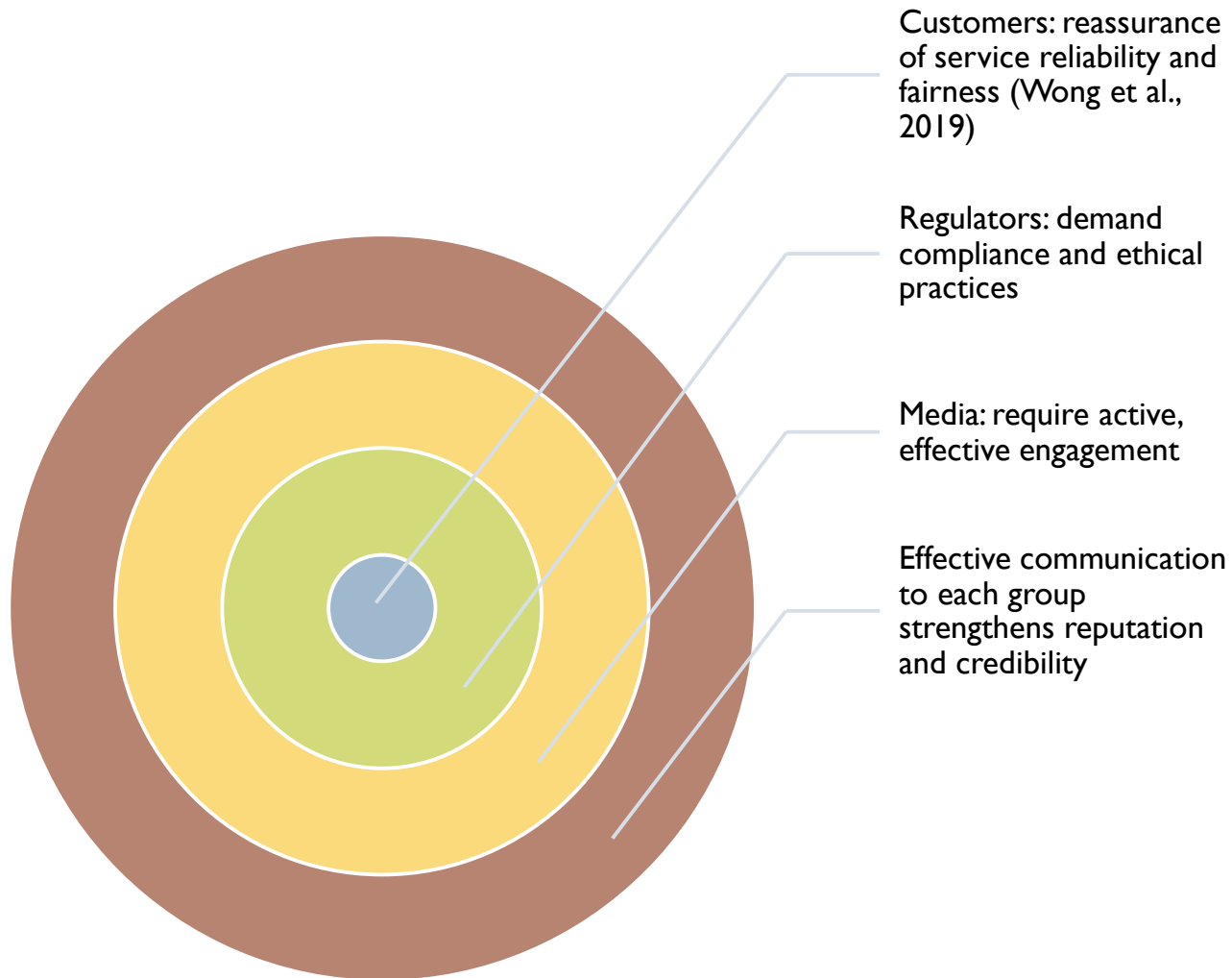


# Internal Stakeholders

- ▶ Staff and sup-postmasters
- ▶ Transparent updates, training, and acknowledgment of past issues
- ▶ Board management drive ethical leadership and good governance
- ▶ Commitment from leadership is important for building trust



# External Stakeholders



# Strategic Opportunity

- ▶ Horizon scandal as a turning point for renewal.
- ▶ Rebuild trust through innovation and ethical commitment.
- ▶ Learn from past mistakes to strengthen reputation (Bryant, 2024).
- ▶ Deliver tangible stakeholder value for a better future.





# Core Principles

- ▶ Transparency in all communications to enhance trust (Rakhee Sharma, 2025).
- ▶ Active listening to address stakeholder concerns
- ▶ Alignment with organisational goals for sustainability
- ▶ Promote accountability and credibility through ethical practices





# Internal Communication Strategy

- ▶ Regular team briefings and timely updates
- ▶ Clear reporting lines to avoid misunderstandings (WHO, 2025).
- ▶ Encourage feedback and open discussions
- ▶ Strengthen staff engagement and leadership alignment



# External Communication Strategy

- ▶ Proactive media and stakeholder engagement
- ▶ Transparent press releases and timely updates
- ▶ Consistency and honesty in all interactions
- ▶ Build trust and strengthen public relationships



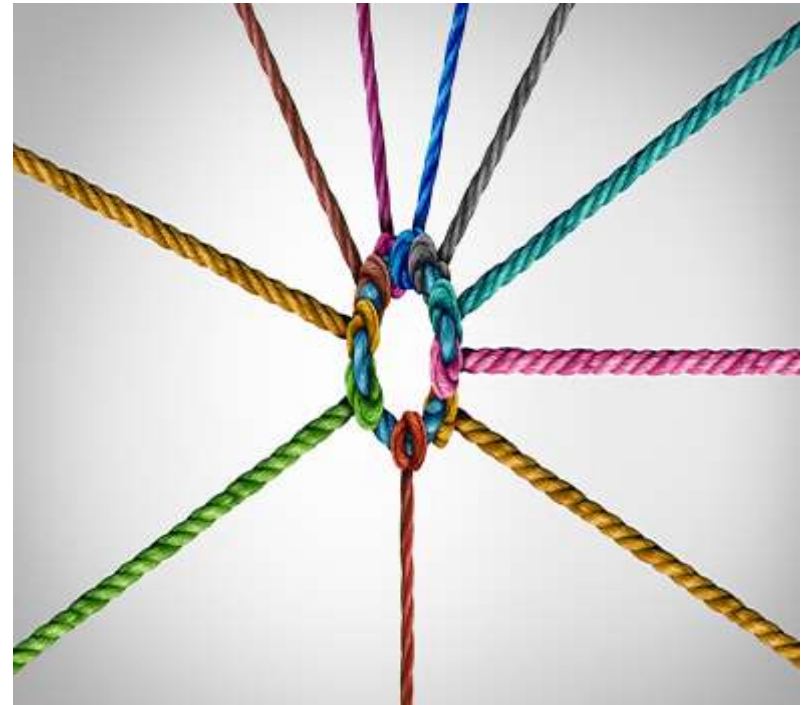
# Measuring Success: KPIs & Feedback

- Regular stakeholder satisfaction surveys
- Monitor achievement of project milestones
- Track engagement levels and operational progress
- Improved trust ratings compared to baseline figures



# Reflection

- ▶ Deeper understanding of strategic communication and collaboration
- ▶ Importance of addressing past mistakes for improvement
- ▶ Enhanced skills in stakeholder management and teamwork
- ▶ Identified strengths and areas for future growth



# References

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