

## The vision of the Swedish Public Relations Association

Background:

There are corporate leaders and business managers out there that are highly skilled when it comes to communication. But they are few. Many consider good communication to be important and realise that they need to invest more in developing a more communicative organisation. Competition for attention is intensifying. The number of relationships that require nurturing is also rising; with employees, customers, partners, investors and the media etc., all over the world. Transparency and speed are becoming increasingly evident. However, turning knowledge into action is no easy task.

Communication that creates knowledge and dialogue is a rare phenomenon, despite the fact that “Swedish communication” is way ahead in terms of openness and participation.

There is huge potential. But there are few organisations today that take full advantage of the value created by good communication – there are few organisations today that can be called communicative.

### The Swedish Public Relations Association

We are here for those of you working professionally with communication, those of you that are keen to improve your own and your organisation’s communication efforts.

Our mission is to:

- show that communication creates value and is a key factor in gaining a competitive edge
- disseminate knowledge about the factors involved in building confidence and strengthening a brand, about what drives change, and about how to develop communication skills across the whole organisation
- serve as the obvious meeting place, where you can gain new skills and tap into a useful network for communication issues – an arena where thoughts and ideas originate, are mediated and realised.

Our catchwords:

The association is permeated by *benefit to its members, quality* of output and implementation, and *leading edge* knowledge of the industry.

Our vision:

*More, and more communicative, organisations*

- where everyone is convinced of the added value of effective communication and its important role in relation to competition
- where decision processes take communicative effects into account
- where an increasing number of employees improve their communication skills
- where managers lead the way within communication
- where our members provide key competence

Success factors:

- Committed members, who share their knowledge
- Increased visibility, specialist skills and inspirational force
- A feeling for changing trends, tempo and timing in everything we do
- Indispensable and exclusive services for our members

We aim to attract (aims December 2011)

- More members and greater visibility
- More and greater awareness and appreciation of the Association
- More people to the meeting place