

STRATEGIC COMMUNICATIONS



DRIVE ORGANIZATIONAL GOALS FORWARD AND BETTER ADVOCATE FOR THE MISSION WITH SPA'S PROVEN FRAMEWORK FOR STRATEGIC COMMUNICATIONS.

SPA is committed to providing innovative solutions to the most challenging problems facing the U.S. and our allies. In the high-stakes world of national security, how well an organization communicates about its mission is vital to long-term success.

SPA's industry-leading team of Strategic Communications professionals is dedicated to compelling communication, helping clients fulfill their missions by delivering the right messages to the right audiences.

REACHING THE NEXT LEVEL

- ✓ Create alignment and understanding
- ✓ Break through barriers
- ✓ Understand your audience
- ✓ Create a connection
- ✓ Drive purposeful interactions
- ✓ Maximize the return on investment at events & engagements

Enhance Advocacy to Drive Progress



Message Development

Create understanding and break through barriers



Stakeholder Analysis

Streamline communication by connecting with your audience and providing relevant information



Engagement Strategy

Make every stakeholder interaction purposeful and tied to the mission

Maximize Communications & Team Effectiveness



Professionally Crafted Products

Our experts write, design, and produce strategic communications materials so your team can focus on the mission. We specialize in:

- Research & analysis
- Distilling complex subjects into easy-to-read materials
- Presentations & slide development
- Graphic design & video production
- Writing scripts, responses, and correspondence
- Stakeholder research profiles
- Branding

YOUR MISSION IS INCREDIBLY IMPORTANT COMMUNICATE STRATEGICALLY AND WITH INTENTION

SPA's rigorous approach to Strategic Communications mirrors its industry-leading work in disciplines including Advanced Analytics, Systems Engineering, and Program Management, using a proven methodology and proprietary Strategic Communications Opportunities and Recommendations for Engagement (SCORE) tools.

Message Development

Strategically crafted, designated messaging streamlines responses, creates internal alignment, and enables a more proactive posture. We develop and organize key messages based on in-depth analysis using our innovative Talking Point Response Management tool.



Engagement Strategy

All engagements - including speeches, briefings, public-facing communications, or any presentation of your message - are an opportunity to advance objectives. Our SCORE Planning card helps clients find efficiencies and strategically plan their engagements. This interactive tool uses a proprietary algorithm to calculate and graph the Return on Investment of each engagement and align events with objectives.

Stakeholder Analysis

A solid understanding of how stakeholder interests may impact perceptions of your messaging is an essential component of strategic communications. SPA developed comprehensive resources and tools, including our Stakeholder Database, to identify and understand your audiences.



SPA offers strategic communications support across the Department of Defense and beyond.

AUKUS
OPNAV N96
OPNAV N97
Strategic Systems Programs

Nuclear Posture Review
National Defense Strategy
OSD Threat Reduction and Arms Control
Department of Homeland Security

PEO IWS
PEO SUBS
PEO Columbia
Army Futures Command

For more information, contact us at StrategicComms@spa.com

OBJECTIVE. RESPONSIVE. TRUSTED.