



Why Clients Hire Internal Communications Consultants

Ever wondered what drives organizations to hire (and sometimes fire) internal communications consultants? What are the attributes of that “go to” consultant you call for everything? What is it about some others that make you wish they never darkened your door?

After 30+ years of providing consulting services to organizations both large and small, here’s a summary of what I believe a strategic communications consultant can do for you:

- **Provide objectivity** – Sometimes it’s hard for people inside an organization to see things the same as an outsider. Having an objective point of view can help the organization see things through an unbiased lens. The consultant can also say things to leadership an insider may not be comfortable saying.
- **Identify needs** – A consultant can help your company identify needs by doing an audit and may see things you didn’t realize are a problem or missing.
- **Give the stamp of approval** – I can’t tell you how many times I have been brought in to give credence to concepts already crafted by the internal communications team. Sometimes having that outside stamp of approval is the only way to get ideas approved and implemented.
- **Provide expertise lacking in organization** – Perhaps your organization is conducting an acquisition for the first time. There are a lot of communications rules and regulations in place that are part of the legal process. If you don’t know what these are and communicate with your employees in a way that violates the rules, you can get your company in a heap of trouble.
- **Provide extra brains/hands on a temporary basis** – A consultant can help supplement your existing team in a temporary situation. If there is a project that needs to be done and you don’t have the internal resources to meet the need, a consultant can be a great alternative.
- **Save money** – When you have a need to increase communication support, but aren’t sure if you should hire a full-time, permanent employee to fill the void, hire a consultant. This will help you save money and assess if this is a permanent or temporary need.
- **Bring cutting-edge ideas from the outside in** – We have all been in the position of being so caught up in our day-to-day duties that we lack the time to learn what is the latest and greatest concept, approach, tool, etc. in our field. A good consultant will stay on top of these things for you and share ideas, so you don’t have to add research to your list of daily responsibilities.
- **MOST IMPORTANT** – To make your world a better, easier, happier place. This requires no further explanation.

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