



**Sk Helsel**  
& ASSOCIATES

Connecting Clients with Ideas, People, Media and Money

## Strategic Communications An Essential Element in Frontier Tech Ecosystem

### Let's Talk Ecosystems : Theory into PR PRactice



**FRONTIER** has a hopeful connotation.

The term "frontier tech" describes a cluster of technologies that are new, still in development and whose future will change the rest of the economy over time. Today's frontier technologies include Virtual Reality, robotics, drones, artificial intelligence, and 3D printing.

We've seen the adjectives in the technology sector evolve from emerging, to innovative, disruptive and now we're on the "frontier." In my strategic communication practice, I have helped businesses emerge from the lab into the marketplace,

#### Updates:

"The 2016 VRSummit in New York was organized by one of the most knowledgeable pioneers in VR from a larger, cultural standpoint. Sandra Kay Helsel, and ethnographer, has been writing about and working in VR for almost 20 years, long before it was cool. The lineup at the conference shows her thought and insight, being a combination of old time VR creators and new. I made important connections while learning relevant, industry information from top experts in the field."

Jodi Schiller  
Founder/CEO  
New Reality ARTs

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**Click to read my article:**

**[7 Benefits of Ethnographic PR](#)**

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translated the innovative features into product benefits, and contributed to creative disruption by helping my clients to grow transformative businesses that swept away the old.

And now we stand on the edge of FRONTIER technologies. There is a sense of "back to the future" for me in this economic ecotone. My career started on the Last Frontier of Alaska where the pioneers were brave and risked everything to live and build on the edge, where opportunities are greatest and where the changes have the most impact.

Today, I see a number of charts detailing "The Ecosystem" of one or another of the Frontier Technologies. The categories listed typically include tools, technologies, market sectors, and leading companies.

Ecosystem is a social science concept. A business ecosystem is rich with rituals, technologies, notions of value and the sacred, territory, roles, as well as communications modalities and patterns. It's much more than a list of software and hardware companies.

[James Moore](#), who coined the term *business ecosystem* in the 90s, defined it in these words, "An economic community supported by a foundation of interacting organizations and individuals-the organisms of the business world. The economic community produces goods and services of value to customers, who are themselves members of the ecosystem."

My first message today is that the COMMUNICATION organisms are just as important to the growth of the Frontier Tech ecosystem as are the mechanical product domains and the list of companies with the most sales or units in the field. Secondly, a real-world practice that is based in a solid theoretical framework will provide more business value over the long-term.

This is the first of a weekly, ongoing series of emails I will share with you about translating theoretical notions of the ecosystem into communications practice, particularly for maximum benefit from Public/Media Relations. I'll offer hints how you can understand and tap into the Strategic Communications infrastructure of the "Frontier Ecosystem" in order to most efficiently and economically achieve your business goals.

To understand the benefits of an ecological approach, click to read my related article on the right-hand sidebar entitled [7 Benefits of Ethnographic PR](#).



Attend Rising Media's upcoming Virtual Reality Summit in Seoul, Korea June 22-24

and in San Diego December 14-15

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### Strategic Communication Defined:

Strategic communications is the critical thinking and vision required to inform and persuade an organization's stakeholders to act in a desired way in order to implement business goals.

Communications must be managed strategically, targeted carefully and integrated seamlessly. Strategic communication depends on the systematic research, analysis, and insight prior to the execution of tactics, and a thorough evaluation and measurement of the results.

Source:  
Columbia University

### The Need for Strategic Communications in Global Trade

J.P. Morgan and the Brookings Institute recently engaged in a [Global Cities Initiative](#) and released a series of reports designed grow global trade. A key issue revealed by those reports is the need to "Tell the Story," to cut through the noise, ESTABLISH A CLEAR MESSAGE, and create global communications between all audiences vital to the trade corridors and

ports of entry.

SK Helsel & Associates  
is here to help you tell your  
story.

**Call me at 858-752-1212 or email me to set up a free 30-minute consultation if you are interested in learning more about how SK Helsel & Associates can help you tap into and capitalize on the communications infrastructure of your frontier ecozone.**

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Stay tuned for the next issue of my SK newsletter. I'll be giving you an update on strategic communications from the frontiers of our global economy.

*Sandra*

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