



**Sk Helsel**  
& ASSOCIATES

Connecting Clients with Ideas, People, Media and Money

## Strategic Communications Help Build Business Relationships

### Building Global Business Relationships in Three Stages



**Networked relationships are an essential element in your firm's resource base. SK Helsel & Associates is committed to and experienced in building active business connections and relationships for our clients.**

**Professor Shameen Prashantham at the University of Glasgow, in an intriguing \*series of studies of small ventures, has confirmed over and over that business connections and social capital help businesses succeed.**

**Prashantham found that firms that focus mainly on revenue-building activities function less well in the market than those that invest in social-capital, relationship building activities.**

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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

Prashantham recommends that startups broaden their networks of relationships in three stages.

**1. Build local connections.** Start locally. Leverage your existing business contacts. Take an active part in local public policy formation. More interaction with existing contacts creates an atmosphere of trust that enables collaboration. Then extend your local relationship network by participating in regional and national association networking events.

**2. Probe international markets.** Young firms must establish new international contacts that extend the firm's social-capital base globally. Make entrepreneurial, proactive, low-cost probes into new international markets. Small enterprises that embark on government-funded overseas trade missions often discover unexpected opportunities.

**3. Participate in partnering programs offered by local chapters of multinational trade associations.** Multinational trade associations run extensive partnering programs via their local affiliates. These programs are invaluable for extending your new venture's networks in current and future markets.

If you're the CEO of a tech startup--which are often short on cash, tools, and human resources--then a plentiful supply of business connections is essential to helping you grow your company.

SK Helsel & Associates helps connect our clients with targeted decision-makers and opinion leaders in business, finance, academia, and media to accelerate business development globally.

A well-planned strategic communications campaign will have tactics to help you find and connect with targeted connections in each of the three stages identified by Prashantham.

***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 helps clients build a network of relationships.***

\*The Internationalization of Small Firms: A Strategic Entrepreneurship Perspective.

\*The Dynamic Influence of Social Capital on the International Growth of New Ventures.

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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.*

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

Warm wishes for the Chinese New Year of the Monkey!!

*Sandra*



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