



The Institute of Risk Management South Africa (IRMSA) is the recognised professional body for risk management in South Africa. Accredited by SAQA, it supports individuals and organisations through qualifications, professional designations, and resources that advance effective risk management and organisational resilience.

“TESTIMONIAL

“This will enable us to apply systems thinking across the entire organisation and link it to proactive, effective communication.”

Christopher Palm
Chief Risk Advisor
Institute of Risk Management South Africa (IRMSA)

KEY TAKEAWAY

A simple, co-created planning tool can keep complex associations on-message long after an initial consultation.

CHALLENGE

Multiple internal teams submitting last-minute and/or uncoordinated requests for communications to be distributed to the same database, causing audience fatigue, ineffective communication, and staff stress.

WHAT WE DID

- Conducted a two-hour workshop with department leads.
- Designed an integrated communications matrix mapping core messages against stakeholder groups and distribution platforms.
- Handed over the matrix and trained the marketing-comms coordinator to use it daily.

RESULTS

- Years later the team reported they still relied on the matrix to plan and improve integrated comms.

