**Integrated Messaging, Tech Can Boost Communications**

Booz Allen Hamilton's Grant McLaughlin encourages organizations to connect with customers and employees alike by coalescing their communication through technology. Executives can begin by shaping messaging strategies with the help of their legal and marketing teams, empower their employees to speak up and have metrics in place to measure their efforts.

***Strategies & Tactics 10/2019***

[***https://www.prsa.org/article/improving-communications-in-an-era-of-customer-conversations***](https://www.prsa.org/article/improving-communications-in-an-era-of-customer-conversations)

***Image credit:***

[***https://tamerakraft.files.wordpress.com/2015/01/gskm-042114-teamwork-1212.jpg***](https://tamerakraft.files.wordpress.com/2015/01/gskm-042114-teamwork-1212.jpg)