

## Who we are

**We are GroupEMC - specialists in reputational leadership and strategic communications, with a focus on converting strategy into behaviour.**

GroupEMC is a leading consultancy and training firm, working with individual business and political leaders, public and private organisations.

We deliver solutions to clients that enhance personal and brand reputations.

We specialise in communications - internal and external, strategic and tactical, organisational and individual - and leadership development.

Within our Group we have experts in key areas of communication strategy, including market research, strategic marketing, community consultation and engagement, and social impact awareness - enabling us to bring together fully integrated and tailored solutions for our clients.

## What we do

**We believe the reputational credibility of an organisation, its leaders and its messaging, anchors all leadership communications.**

All leaders and managers need to protect, strengthen and take command of their own reputation. Before they communicate they need to recognise, develop, articulate and own their own story.

We offer strategy advice, quick-gains tactical support, practical training programs, and ongoing mentoring under the 4 cornerstones of communication and leadership that **drive** your reputation:

- Personal Leadership
- Brand Leadership
- Internal Communications
- External Communications

Our expertise ensures these reputational drivers are aligned and integrated, and that they successfully *cut-through*.

In both normal business conditions and crisis situations, our expertise becomes your excellence.

**We turn your strategy into behaviours and make every message count.**

## How we do it

We provide research and analysis, coaching, training, tools and expert advice, that integrate for positive and strategic reputational outcomes.

## Where we do it

We have associates based in Sydney, Brisbane, Sunshine Coast & Cairns, serving clients across Australia and PNG.

## How to contact us

We are wherever you need us to be, whenever you need us.

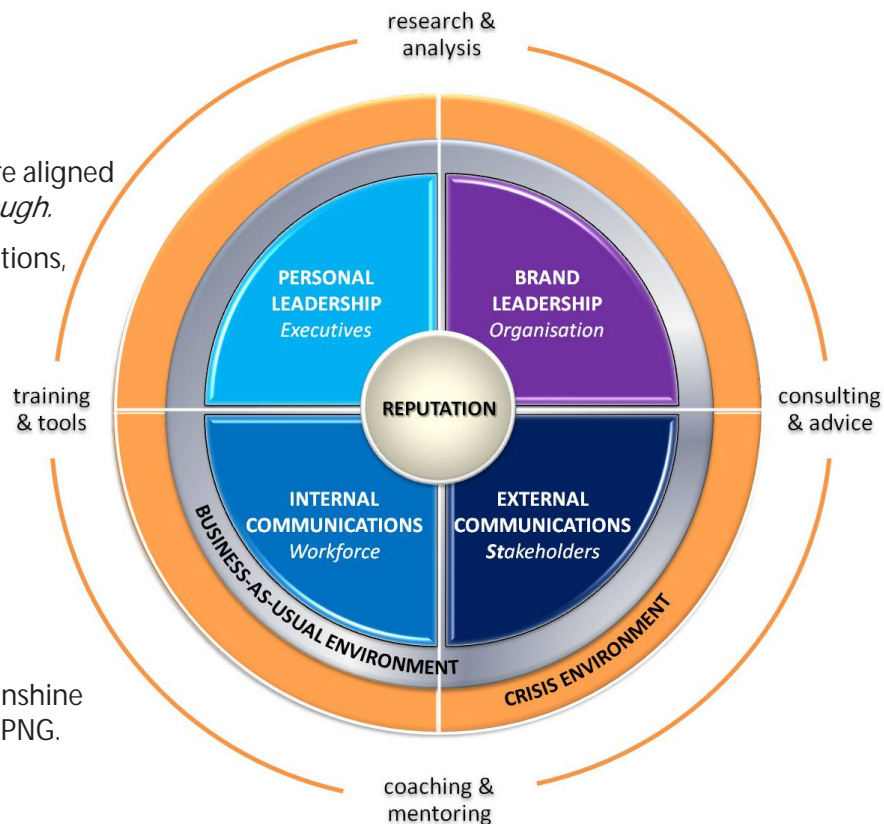
Contact us today to start  
**turning YOUR strategy into THEIR behaviour.**



**GROUP  
emc**



*At GroupEMC, we are committed to making a positive difference to your reputation and your business, in times of crisis and every day.*



**t: 0409 996 682 Warren Clarke**  
**t: 0450 800 675 Michelle Sorrell**  
**f: 07 5493 1972**  
**e: info@groupemc.com.au**

# WARREN CLARKE

Director, GroupEMC



**WARREN CLARKE is the driving force behind GroupEMC - a leading Australian consultancy specialising in media relations, strategic communications, reputation leadership strategies & leadership development.**

Warren has more than 30 years experience as a communicator, within the media as an award-winning journalist, broadcaster and news producer, and for the past 10 years, as a sought-after media and communications consultant.

A recognised expert in the fields of crisis management, reputation management, stakeholder management, corporate communications and cut-through messaging, he operates as a consultant, trainer and trusted advisor to corporate managers, CEO's, Boards and political leaders across Australia and internationally.

Warren specialises in training key leaders for strategic media applications, including preparing guests for TV's 'Q&A' 'Meet the Press', '4 Corners' and similar programs, through to every-day journalist encounters, as well as engaging with anti-positional stakeholder audiences.

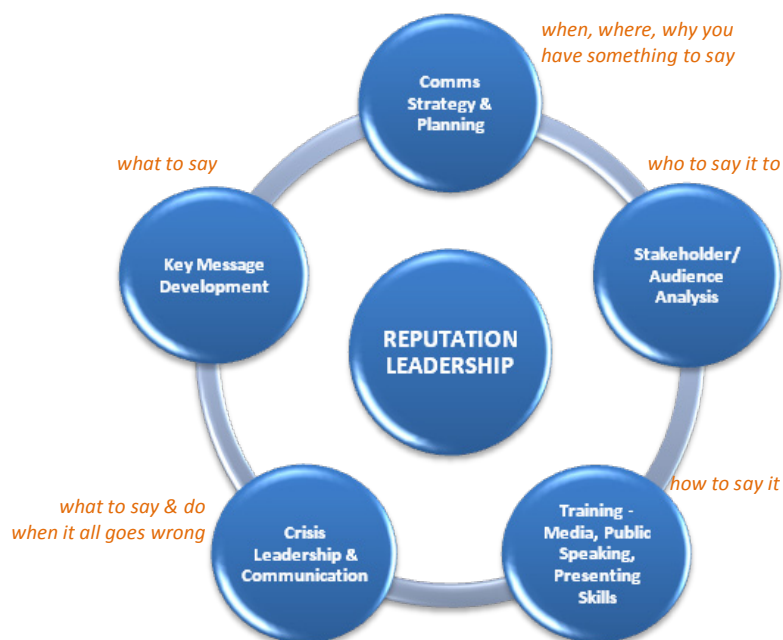
Warren teaches and advises business and political leaders on messaging that strengthens their credibility and maximises their enduring reputation.

He works extensively with Boards and senior management teams to manage communications through crises and complex cultural change issues of all kinds, be they political, commercial, community or industrially focussed.

Much of Warren's integrated work involves Behavioural Change Leadership, with a specialist focus on key message delivery and driving attitude and behavioural change in volatile political, community and shareholder landscapes.

## Professional Expertise

Warren advises, teaches and assists clients in managing, fortifying and positively owning their own story, and leading their own reputation, through:



## Client Sample

- AMP
- Bechtel Australia
- BHP-Billiton
- The BHP-Mitsubishi Alliance
- Rio Tinto Aluminium
- Federal Minister for Workplace Relations
- PricewaterhouseCoopers
- Cement Australia
- Airlines of PNG (*crisis management*)
- Suncorp
- EPA
- Queensland Health
- Uniting Care (*crisis management*)
- The Nine Television Network
- Network Ten
- Channel 7 Network
- Qld Rail National (QRN)
- Regional Development Australia

**“The single biggest problem with communication is the illusion that it has already taken place.”**

(George Bernard Shaw)

Clients trust Warren Clarke to help them construct and communicate their key messages with clarity, credibility and cut-through impact, the first time and every time.



# MICHELLE SORRELL

Director, GroupEMC

Michelle Sorrell has an extensive background in business management, strategic business planning, and strategic marketing, branding and communications.



As both an employee and a consultant, Michelle has specialised in creating high-level business strategies and visions and leading them through to effective practical implementation.

With exceptional communication, negotiation and relationship management skills, Michelle is an effective change agent and driver of results with both internal and external stakeholders.

Michelle brings to clients targeted expertise in developing strategic marketing and communications and change management capabilities and creating powerful organisation-wide strategies to effectively deliver key messages to selected target audiences, and drive strategic change.

Michelle has worked in and with businesses of all sizes and scopes, including major corporations, government entities, not-for-profits and small businesses.

Michelle is experienced in dealing with and influencing people at all organisational levels. Her success in management and as a consultant is testament to her business management proficiency, strategic thinking, communications expertise, ability to articulate and exceed client needs, attention to detail and professionalism.

## Professional Services

Michelle advises, teaches and assists clients in developing, enhancing and energising their business strategies, through:

### BUSINESS VISIONING

Strategic Planning | Business Analysis | Business Planning | Reputation Management | Change Management | Strategic Story Development (Visions, Missions, Charters) |

### COMMUNICATION (Integrated Communications)

External & Internal Comms Strategies | Media Relations | Media Release writing | Media Skills training | Presenting Skills training | Key Message Development | Copy-writing & Proof-reading | Coordination of Tender Submissions

### STRATEGIC MARKETING

Branding & Re-Branding | Marketing Strategy | Customer-Centricity | Customer Value Modelling

### TRUSTED ADVISOR SERVICES

Business Strategy reviews | Meeting/Workshop Facilitation | Event Hosting Services

## Key Skills & Competencies

- Strategic thinking and planning
- Setting/achieving goals & objectives
- Commercial acumen
- Managing priorities & meeting deadlines
- Holistic/integrated solution development
- Analysis and alignment of complex business data
- Systems thinking and lateral problem-solving
- Persuasive communication
- Customer service & translating customer needs
- Professional presentations & Public speaking
- Project management
- Copy-writing & editing

## Client Sample

- BHP Billiton
- Sunshine Coast Airport
- Cairns Chamber of Commerce
- Queensland Health
- Carter Newell Lawyers
- Regional Development Australia
- Mater Private Hospital
- Q-Leave



**GROUP**  
**emc**