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LEGAL STUDIES AND COMMUNICATION: NO MORE TALKING ABOUT LITIGATION PR BUT ALSO BRAND REPUTATION

The communication meaning as essential point for the right location, for the administration of relationships and for the safeguard of the reputation, represents a key weapon to succeed in be perceived in the right way, also for Legal Studies, infusing both values and competences.

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The marketplace has the need to develop again according to some logics of competitiveness and internationalization, therefore efficient specializations and deep motivations are necessary. The communication is what makes the difference: first, it requires speaking from the heart and believing in it, because the belief comes from within, then it can be exported.

What is important is to stir the beating heart of creativity, to produce ideas and profits and reinforce reputation, recognition, trust. The activity of communication should become a fundamental and essential element of every legal study, big or small, international or local.

How to do this?

First of all, it is necessary to know the personality of its own brand, five characteristic elements which allow others understanding who we are and how we are perceived: **Trust, Engagement, Innovation, Relation, Sharing.**

The challenge is to develop all these elements in an alchemical way, so to achieve one important result: an organisational ecosystem in which it is clear, the value produced between what every single expert causes in terms of competences and motivations, and what the study is able to infuse and make 'special' and 'unique' outwards. Being able to do something is considered an asset, the real ability though is to know how to make it perfect, increase and mature by it. Yet the communication cannot be improvised, it is necessary that some key elements are clear: the context in which it works, its own reference targets and the perception, in and out its context, of the brand and of the reliability of the same.

Any organisation should necessarily reckon both the evolution of the marketplace and its own evolution, elements that inevitably influence the decision-making. As a matter of fact, the internal and external communication are very important, especially if we think

about key words such as trust, ethics, authority, reputation, approval, characteristics able to condition the results.

We have to start thinking about the communication as a continuous narration process towards different publics, using efficient instruments and sharing mode, well balanced in the context in which we work.

The communication is never a standardised, repeatable and progressive process: every organisational situation is a separated story, it should be constructed together with the management, having clear the objectives to reach, an inclusive strategy able to enhance the brand identity and consequently the quality of the products and of the services offered, through different narration and participation modalities related to the reference targets, the context and the relationships we want to reinforce or devise.

The communication does not have the task to let the company gain visibility, it helps enterprises and organisations in general to be perceived in the right way, to align supply and demand not only in relation to a cost or a greater visibility, but also in relation to some variables, today more than ever, influential: the reputation, the value of the brand and its reliability, the approval.
