



# Deb Camden

## Principal Communication Architect

February 2012

### Specialisation

- > Facilitation
- > Communication research
- > Customer and community engagement
- > Marketing and communication strategy
- > Integration and transition
- > Training and coaching

### Key experience

- > Widespread experience in government, infrastructure and services sectors

### Qualifications

- > Bachelor of Business, (Communication), QUT
- > Master of Business Administration, UQ



Deb Camden is the Principal and founder of PRISM Communication Architects.

Her vision for the business is founded on true partnerships with clients and experienced senior consultants delivering best practice communication solutions anchored in organisational reality.

Deb has established a reputation as a high performance organisational consultant specialising in strategic communication and stakeholder engagement.

Through a career spanning 30 years she has worked with Queensland's major government agencies including the Department of the Premier and Cabinet, Transport and Main Roads, Queensland Health, and the Department of Employment, Economic Development and Innovation. She has designed communication, marketing and economic development strategies for south-east Queensland's local government councils in Brisbane, Redlands, Ipswich, Beaudesert and Caboolture and their related agencies including Queensland Urban Utilities.

Deb possesses extensive insights into the challenges faced by Government Owned Corporations and has worked closely with teams at all levels in the former QR Limited, QR National, Queensland Rail, and Ergon Energy.

Deb's approach is inspired by the disciplines of architecture and engineering. Her strength is being able to distil complex organisational challenges into elegant and practical communication solutions. Deb's early roles as a journalist with the Brisbane Telegraph, Managing Director of Brisbane's tourism marketing authority and Director of Queensland Events Corporation underscore her hands-on and practical approach to communication.

Deb has developed expertise across the continuum of communication solutions - research, strategy design, planning, engagement and implementation.

- > **Facilitation:** Deb works with small and large teams to address critical business issues, plan ahead and envision their future. Most recently she was engaged by the executive team of a newly-formed Queensland Government agency to help them articulate their unique vision, mission and values. She has facilitated customer focus groups for an energy business to examine the feasibility of a district-wide cooling project.
- > **Communication research and problem framing:** The foundation of any strategy is a full understanding of the problem or opportunity. Deb's deep understanding of strategic communication positions her to design research programs which will deliver the right answers to the right questions to drive an effective strategy development process. Her skills are used to design reputation and customer research studies for clients in government, infrastructure, water and membership-based organisations.



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- > *Customer and community engagement:* Deb works with organisations who want to tap into the sentiments of their key stakeholder audiences in sustainable ways. Most recently, she designed the strategy and process to establish customer and community reference groups for two infrastructure agencies that had identified the importance of maintaining open and transparent communication with their constituencies.

Deb strongly believes that stakeholder relationships have become central to the sustainability of modern business. Her philosophy is that effective stakeholder engagement builds transparent relationships, delivers trust and credibility, and improves reputations. Deb explores this theme as the lead facilitator of Effective Stakeholder Engagement for Better Business Results, a two-day program consistent with the global standard (AA1000SES) which supports organisations to recognise the direct impact stakeholder engagement has on their bottom line.

- > *Marketing and communication strategy:* The essence of strategic communication lies in organisations and their audiences being heard. To be truly heard, all aspects of planning and delivery need to be identified, analysed, aligned and captured in a plan that makes good business sense. Deb combines creativity and disciplined problem-solving techniques in her approach to developing marketing and communication strategies. She has worked across the entire spectrum of strategy challenges: local governments wanting to distinguish themselves in both civic and economic terms; organisations introducing new brands; products, services and programs being introduced to new audiences.
- > *Integration and transition:* Effective communication is central to the success of any large-scale organisational change. Deb's proven strategic abilities have been used in her role as adviser and manager of communication and stakeholder engagement for multi-million dollar business acquisitions and complex organisational transitions within Queensland and nationally.
- > *Executive coaching:* Great business leaders understand the importance of effective communication to their personal and professional success. Deb provides coaching and counsel to senior executives seeking to reposition themselves and their organisations. She has designed 100-day plans to introduce new CEOs and conducted media and presentation training for managers chosen to represent their business.