



**EC 9262**  
Associate Profile

**Patricia den Boer**  
**Communications Strategist**

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### **Services**

Since 1996 den Boer associates has provided strategic communications advice and services to build our clients' capacity to fully leverage the feedback and solutions their staff have to improve brand, product and service.

Studies continually confirm that truly engaged people contribute to increased productivity, and lower employee acquisition and retention costs. Our clients are organizations who want to achieve this, and we help them do it with a unique process:

- Identify the key factors that impact the level of employee engagement.
- Implement strategies targeted at developing engaged employees, reducing new hire costs.
- Link employee engagement to its impact on productivity levels and organizational success (i.e., providing support for new initiatives and policies).
- Increase employee buy-in and commitment to improve brand, product, and service delivery.
- Ensure that brand promise is understood by employees and is delivered in all areas of interaction with your customer.

We offer a full range of communications services as out-sourced specialists to help clients execute on engagement campaigns with precision using strong metrics to demonstrate ROI. We conduct issues analyses to manage risk, we are called upon to manage crises with an inherent reputational risk, work closely with human resources and operational managers to improve internal communication and sit as advisors at the executive table.

Some clients who have successfully implemented change based on our process include the St. Lawrence Seaway Management Corp., MD Management, Ottawa Hydro, Purchasing Management Association of Canada, the Canadian Automobile Association, the University of Ottawa's Department of Family Medicine.

### **Professional Background**

Patricia founded den Boer associates in 1996 after a 16 year-career in corporate communications and business journalism. She has exceptional knowledge of the media, which she uses to help clients get more comfortable with addressing difficult situations. Patricia is an excellent facilitator and coach. She regularly advises senior executives and line-managers to build their confidence in delivering key messages. Since 2003 she has been an instructor with Carleton University's Sprott School of Business, training over 500 managers.

Patricia holds an Honours Degree in Journalism from Carleton University (Ottawa). She is an active member of the International Association of Business Communicators, Association of Human Resources Professionals and the Council on Communicators. She is respected in the business community, as past president of the Women's Business Network, an advisor to CATA WIT (Ottawa Chapter) and the Board Chair of iSisters Technology Mentoring.