

Digital Communication Literacy for Leaders & Teams

Most organizations have people "doing marketing," but very few have strategic clarity. Leaders end up reacting instead of directing, teams work hard but not in sync, and messaging gets scattered. This work helps leaders build the strategic literacy required to communicate clearly, align teams, and grow with confidence—without turning them into marketers.



Who This Is For

- Executive Directors & CEOs
- Heads of Marketing/Communications
- Development & Program Leaders
- Teams shaping messaging

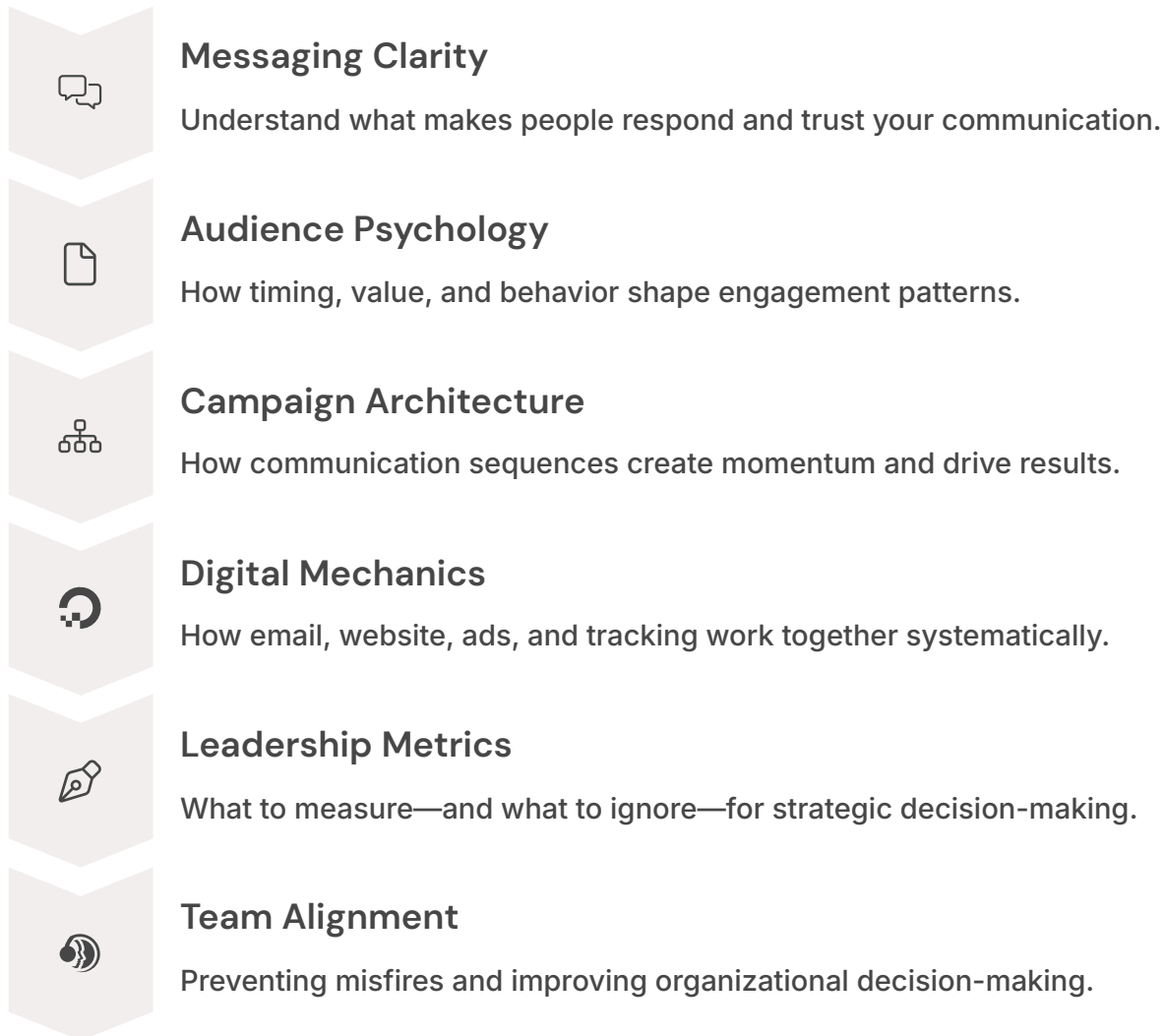


What This Is Not

- Running ads or building funnels
- Technical implementation
- Platform training
- Execution work

This is capacity building focused on developing strategic understanding and organizational alignment. Leaders gain the literacy to direct communication efforts effectively while teams develop shared competency for better decision-making.

Core Focus Areas & Expected Outcomes



Expected Outcomes

- Clear, consistent messaging
- Better strategic decision-making
- Stronger team competency
- Higher ROI on communication
- Vendor evaluation confidence
- Reliable engagement growth

About the Work

Led by Jesse-Lee Yarbrough, a digital strategist and communication advisor specializing in audience engagement, message clarity, and organizational alignment. This work helps leaders strengthen communication systems and create structures that scale with clarity instead of chaos.