



**Shaping leadership narratives, strengthening institutions and delivering measurable impact.**

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# About us

## **What TinaBlu is?**

TinaBlu is a strategic communications and management advisory firm working with institutions, corporations and development partners.

## **What problem do we solve?**

We help leadership teams navigate complex policy, stakeholder and reputation environments while delivering strategic priorities with clarity and credibility.

## **Our approach**

Our work combines strategic insight with practical implementation to strengthen performance, align stakeholders and deliver measurable institutional impact.



# Our Expertise

**Strategic Communications Advisory**

**Management Consulting and Project Delivery**

**Capacity Building and Training**

# Strategic Communications Advisory

- Communications strategy and campaign architecture
- Executive messaging and leadership positioning
- Media strategy and crisis communications
- Stakeholder mapping and engagement strategy
- Reputation risk assessment and mitigation
- Speechwriting and executive briefing notes
- Strategic content development and editorial oversight
- Narrative development and institutional positioning

# Management Consulting & Project Delivery

- Organisational diagnostics and performance reviews
- Governance and institutional systems strengthening
- Programme and project structuring
- Strategic planning facilitation
- Change management advisory
- Process improvement and operational alignment
- Monitoring, evaluation and reporting frameworks
- Institutional reform and transformation advisory
- Multi-stakeholder coordination and delivery oversight

# Capacity Building and Training

- Executive communication coaching
- Media training and crisis simulation workshops
- Strategic communications training programmes
- Leadership facilitation and board retreats
- Stakeholder engagement training
- Strategic writing and executive communication workshops
- Project management training
- Customised institutional capacity-building programmes

# Our Approach & Global Reach

Global perspective with local expertise.



Evidence-based strategy informed by research and analysis.



Collaborative engagement with clients to co-create solutions.



Measurable impact through performance monitoring and adaptation.

**Aligning institutional priorities with stakeholder needs for clear, credible communication.**

# Some of our clients

## Multilateral and Development Institutions

- The World Bank
- IFC
- UNESCO
- DAI
- FCDO
- WAN-IFRA
- Konrad Adenauer Stiftung
- SADC & EU Programmes

## Financial Institutions and Corporates

- Wits University
- Standard Bank
- Royal Bank of Scotland
- Barclays Bank
- Unilever
- Coca-Cola
- Samsung
- Delta Corporation

# Leadership

Norah Spie is a strategic communications and institutional advisory specialist with over 18 years of experience across media, global development and corporate sectors.

She advises senior leadership teams on communications strategy, stakeholder engagement and institutional positioning in complex environments, and has worked with international organisations including The World Bank Group, United Nations, European Union programmes, Barclays Bank, Samsung and Coca-Cola.

## Key achievements

- Led communications strategies for global The World Bank and IFC programmes
- Mobilised over USD 6 million in EU funding for a UNESCO media development programme
- Developed the SADC Communication and Engagement Strategy
- Led digital content strategy for Standard Bank's digital migration initiative

## Qualifications

- MBA, Management Information Systems and Project Management
- BA, Mass Communications
- SAQA-accredited trainer



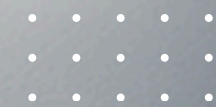
**Norah Spie- Lead Strategic Advisor**

# Contact Us



**TinaBlu**

Strategic Communications and Advisory



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