Opportunity Overview

A focus on communication does not refer to the classic, simplistic, transmission model, but rather one born of a synthesis of a communication theory known as the coordinated management of meaning (CMM) and interpersonal neurobiology (IPNB) that we call Communication Complex. This approach takes the perspective that human problems are created in communication and therefore can be solved in communication. The methodology of Communication Complex is currently being used for example, by WHO to improve risk communication. In addition, it has been engaged in the past to improve organizational performance in a variety of industries in multiple countries.

Markets & Applications

Clients with organizational, messaging, and/or strategic challenges
Client types - health industry including public, private, and govt entities.

Competitive Advantage/Value Propositions

Taking a "communication perspective" is an example of an innovative, evidence-based approach that chooses to look at communication and what is happening in the moment. Utilizing the tools and concepts of this perspective, participants are enabled to act wisely when bifurcation points arise. The Coordinated Management of Meaning has been used effectively in many different settings ranging from local, governmental interventions to consulting in the private sector.

Researcher Biographies

John Parrish-Sprowl, Ph.D.
Dr. John Parrish-Sprowl currently serves as the Co-Director of the Global Health Communication Center (GHCC) of the Indiana University School of Liberal Arts. Prior to this position, he was the Chair of the Department of Communication Studies. In addition to being a Professor of Communication Studies, he is also a member of both the University College and the Russian and Eastern Europe Institute faculties of
Indiana University. He has been a member of the legislative Assembly of the National Communication Association, twice Chair of the Applied Communication Division, and past chair of the theory and methodology as well as the applied divisions of the Eastern Communication Association. In addition, he is a reviewer and editorial board member for a number of Communication journals. He is known for his international applied communication research and project consultancies, focusing on issues of health, economic development, and education. His work has resulted in improved performance for a number of organizations. He has lectured, conducted research and consulted with universities, businesses, and NGOs in a number of countries, including Belarus, France, Ghana, Indonesia, Kenya, Netherlands, Macedonia, Poland, Russia, Thailand, and Vietnam. He has been honored with awards from his current and past universities as well as universities in both Macedonia and Poland for his work. He has numerous papers and publications, including a recent chapter on applied research and globalization in the Handbook of Applied Communication Research and one just out on the role of new media in the transformation of post-socialist Europe. Currently he is contributing to the Community Health Engagement Program (CHEP) of the Clinical Translational Sciences Institute of Indiana (CTSI) and collaborating with WHO to work with Ministries of Health in multiple countries to create better health (including risk and crisis) communication capabilities, leading to improved health care access and indices.

**Tony Allanson**
Mr. Allanson, an M.A. candidate in the Applied Communication program at IUPUI, is a working professional with over six years of sales experience at a local telecommunications company with four of those years as an account manager. He employs the Communication perspective, CMM theory, and organizational communication in his interactions with his clients, co-workers, and the executive leadership. Additionally, Mr. Allanson has taught public speaking at IUPUI as an associate instructor. In 2012, he partnered with Dr. Parrish-Sprowl and a team of graduate students to engage with a local youth fitness organization to employ CMM theory to help the organization realize its goals. As part of this project, Mr. Allanson and his cohorts successfully secured a $10,000 grant to support the related study and organization. Mr. Allanson is currently collaborating with this same project group to aide a local health research institute in its development and deployment of a new health information system. This collaboration includes facilitating organizational strategy development, curating an online content strategy, web site design, and content development. He is a member of the CMM Institute, a member of NCA, and a member of Lambda Pi Eta (The Communication Studies national honor society).

**Jon Ford**
Mr. Ford is a recent graduate of the M.A. Applied Communication program. He brings over ten years’ experience as an IT expert operating in the professional consulting, the public sector, and the financial services industries. Currently a user experience advocate and designer at medium sized financial services company, Mr. Ford employs CMM and the communication perspective in his work with end users, internal stakeholders, and organizational leadership. Additionally, he has taught a public speaking and a business technology class focusing on spreadsheet modeling and database design, both at IUPUI. In 2012, Mr. Ford partnered with Dr. Parrish-Sprowl and a team of graduate students to engage with a local youth fitness organization to employ CMM theory to help the organization realize its goals. As part of this project, Mr. Ford and his cohorts successfully secured a $10,000 grant to support the related study and organization. Mr. Ford is currently collaborating with this same project group to aide a local health research institute in its development and deployment of a new health information system. This collaboration includes facilitating organizational strategy development, curating an online content strategy, web site design, and content development.

**Doug Fellegy**
Mr. Fellegy is a multimedia expert and graduate candidate of the M.A. Applied Communication program. Having worked with a diverse group of clients, he brings over eight years of experience as a videographer and photographer. He is currently a full-time instructor at DePauw University and uses CMM theory to
help facilitate interactions both in and out of the classroom. In 2012, Mr. Fellegy partnered with Dr. Parrish-Sprowl and a team of graduate students to engage with a local youth fitness organization to employ CMM theory to help the organization realize its goals. As part of this project, Mr. Fellegy and his cohorts successfully secured a $10,000 grant to support the related study and organization. Mr. Fellegy is currently collaborating with this same project group to aide a local health research institute in its development and deployment of a new health information system. This collaboration includes facilitating organizational strategy development, curating an online content strategy, web site design, and content development.

Development Plans/Needs

1. Partner with organizations to continue research that explores the impact of our model on behavioral health that leads to organization cost savings (for example, reduction of obesity).

2. Work with organizations of any type to improve organizational health and performance, thereby validating and honing our approach.

3. Seek input on viability of our business model.