



Louisa Desborough

Senior associate Louisa Desborough specialises in the challenges associated with service change and organisational reconfiguration for health and social care clients. She has developed and delivered a number of formal public consultation exercises, staff and stakeholder engagement programmes and communication strategies for public sector clients. She works in partnership with senior managers to support them in articulating and promoting the 'case for change' and in developing meaningful two-way communication methods that involve staff and stakeholders in the process.

Experience

Louisa is accustomed to developing and brokering communication strategies taking into account the varying priorities of multiple organisations and has managed many contentious community engagement projects including formal public consultation and civic engagement programmes across the UK. She is experienced in media and marketing as well as crisis communication and reputation management and has handled media and stakeholder relations related to high profile homicides, infection outbreaks, corporate governance issues and serious untoward incidents.

Professional Expertise

- Communication audit and strategy development
- Internal communication
- Stakeholder engagement and consultation
- Media and marketing
- Crisis communications and issue management
- Social marketing and behaviour change

Education, Qualifications & Professional Positions

- Director, Freshwater Healthcare
- In-house and consultancy experience
- BA Hons English Literature and Cultural Criticism (Cardiff University)
- Teaching Certificate (Trinity College)
- Currently studying diploma in social marketing (Open University & University of Sterling)