



LEXICON DYNAMICS

ENHANCING REPUTATIONS

Delivering A New Capability in Integrated Corporate Communications and Marketing

Lexicon Dynamics 2025



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About US

Lexicon Dynamics is a new fully integrated Corporate Communications, Marketing and Campaigns business that brings multidisciplinary expertise to clients' challenging requirements. The organisation is built upon a foundation of decades of B2B and B2C industry experience in aviation, aerospace, defence, security, travel, advanced electronics, manufacturing and innovation.

Our Vision

To drive customer growth through integrated Campaigns, Corporate Communications and Marketing

Our Mission

To deliver industry leading expertise for tailor made solutions based on client requirements

Our Values

Integrity, Unity of Purpose, Inspiration, Loyalty, Diligence, Innovation



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A Few of the Issues Facing Businesses

- Eclectic mixes exist of Sales/BD, corporate communications, marketing, public affairs, internal comms/EX which often results in siloed working and reduced ROI
- The “value of the whole should be greater than the sum of the parts” equation often passes people by
- Many businesses don’t have a ‘campaign mindset’
- The values of businesses are often not clearly articulated and understood – The Golden Circle methodology can be adapted
- Corporate/Leadership messaging and impact with multi-generational and multifaceted audiences is an art form not a science
- Short Termism often undermines a culture of innovation, efficiency and continuous improvement
- Multi-channel ‘comms’ across departments result in fragmentation, reduced ROI and disjointed stakeholder expectations
- Tensions often prevent employees from being key advocates
- Employee churn increases cost, reduces productivity & morale

The Services We Can Deliver



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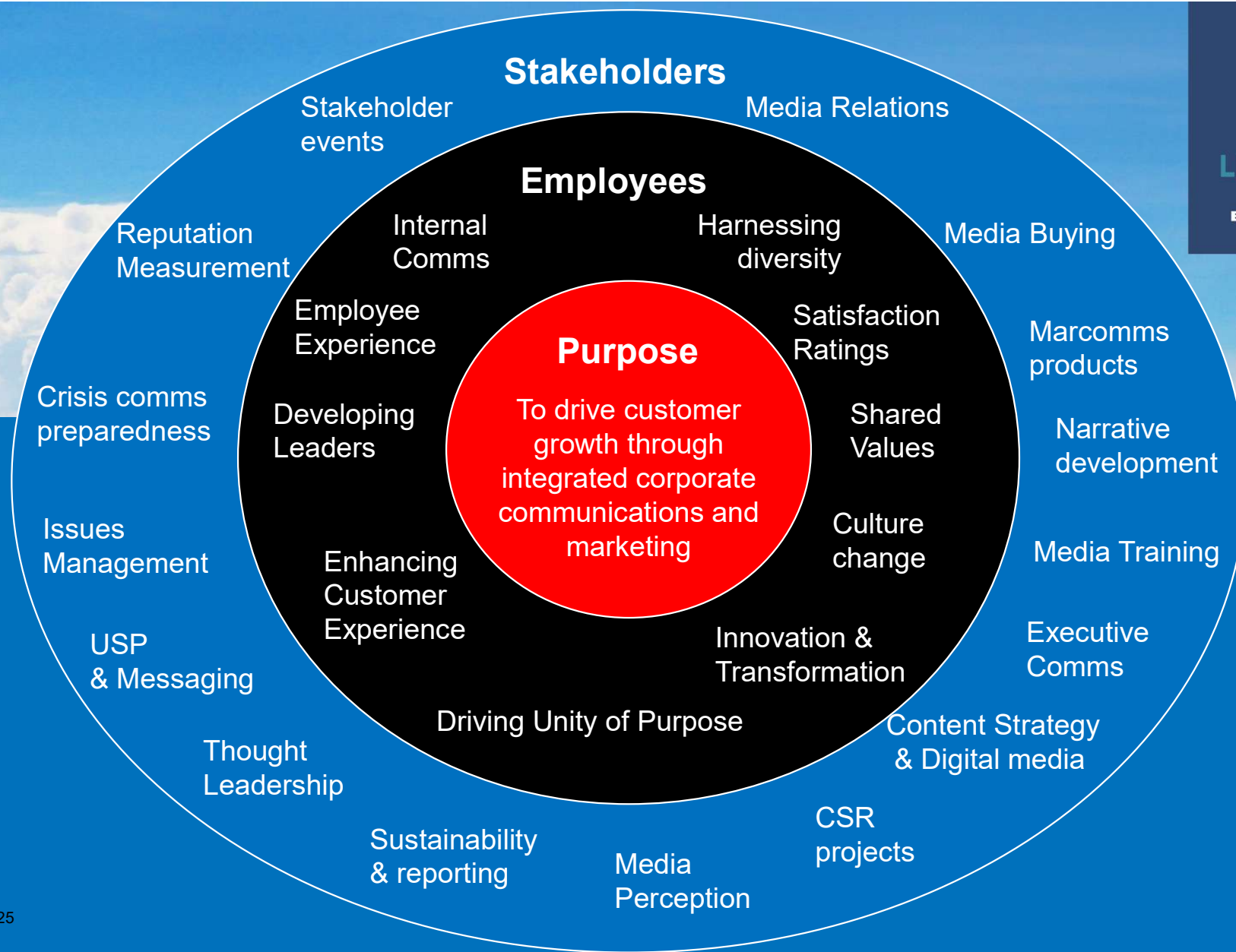
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The Team's Experience

- Nick West
- David Harrison
- An award-winning Journalist

