

PERSPECTIVE
CONSULTANCY

Narrative | Trust | Impact

Communications Architecture for Africa's
most trusted institutions

Perspective Consultancy: Designing **Trust** in Complex Environments

Institutional trust rarely fails all at once.

It erodes through misalignment – between what organisations say, what they do, and how they are understood.

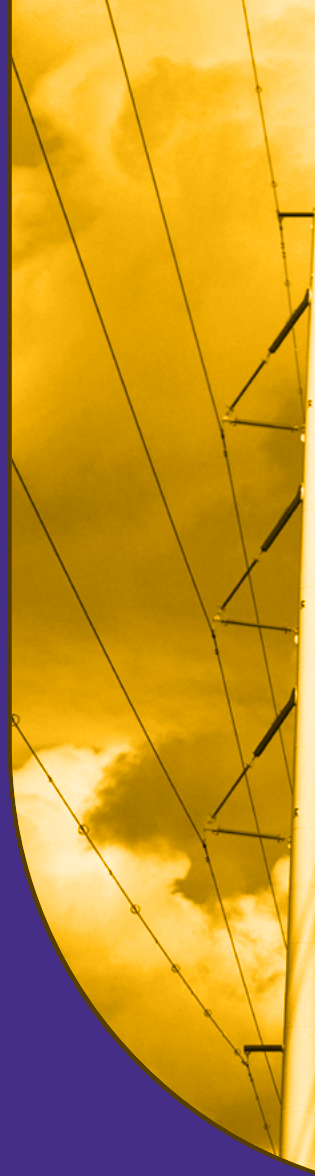
Most communication functions respond to this breakdown.

We are designed to prevent it.

Perspective Consultancy Ltd is a Kampala-based strategic communications and public relations firm operating at the intersection of strategy, narrative, and institutional behaviour. We work with organisations navigating political, regulatory, and public scrutiny – where communication is not a support function, but strategic risk.

We do not manage perception.

We design coherence.





From Communication to Coherence

Traditional public relations is reactive. It responds to moments.

We build systems that hold beyond them.

Our work aligns messaging, decision-making, and stakeholder engagement into a structure that performs under pressure – not just when conditions are favourable.

In complex environments, visibility is not the challenge.

Consistency is. And consistency is what builds trust at scale.

What We Do

Narrative Design

Define clear, defensible positioning grounded in institutional reality.

Trust Architecture

Build communication systems – message frameworks, stakeholder maps, and response protocols – that function under pressure.

Strategic Positioning

Place narratives where they influence outcomes across policy, investment, and reputation.

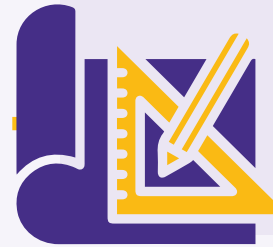
How We Engage

1. Diagnosis



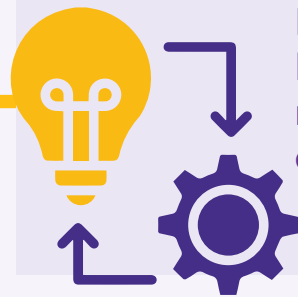
Map institutional reality, stakeholder perception, and risk to determine points of misalignment.

2. Design



Build narrative frameworks and communication systems aligned to strategy.

3. Implementation



Embed consistency across leadership decisions, messaging, and stakeholder engagement.

4 Strategic Interventions



Position communication at critical moments to shape outcomes – not just visibility.

Who We Work With

We are retained by leaders operating under scrutiny – where misalignment carries real cost:

- Public institutions managing public trust
- High-growth companies navigating scale and visibility
- Development finance institutions balancing political and public expectations
- Luxury and lifestyle brands entering complex markets
- High-net-worth individuals and family offices requiring discretion



Proof of Work

Overview of Various Economic Schools of Thought

The history of the various schools of thought in economics follows:

- School of mercantilism, physiocracy, and capitalism
- Classical economics, developed by Adam Smith in the 18th century
- Neoclassical economics, arising from the 19th century marginal theory of value in the late 19th century
- Marxist economics is usually viewed as based on the writings of Karl Marx
- The Austrian school, with its roots in the 19th century, is a school of economic thinking developed by Carl Menger, Friedrich Hayek, and Ludwig von Mises
- Keynesian economics, developed by John Maynard Keynes in the 20th century
- Modern economics, developed by the 20th century

For an overview of various schools of thought in economics, see the following:

- Keynesian economics
- Marxist economics

In the late 20th Century three of the areas of study which have been particularly important in the development of modern economics are: risk-based economics, based on the study of risk; and the study of risk has been influential, which viewed value as being determined by the probability of a good or service being exchanged.

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The most important area of growth has been in the study of risk, which viewed value as being determined by the probability of a good or service being exchanged.

Examples of this school include the work of John Maynard Keynes, who viewed value as being determined by the probability of a good or service being exchanged.

Finally, there are a series of economic ideas rooted in the study of risk, which viewed value as being determined by the probability of a good or service being exchanged.

In its infancy is the application of non-linear economics, which viewed value as being determined by the probability of a good or service being exchanged.

Another important branch of economics is the study of risk, which viewed value as being determined by the probability of a good or service being exchanged.

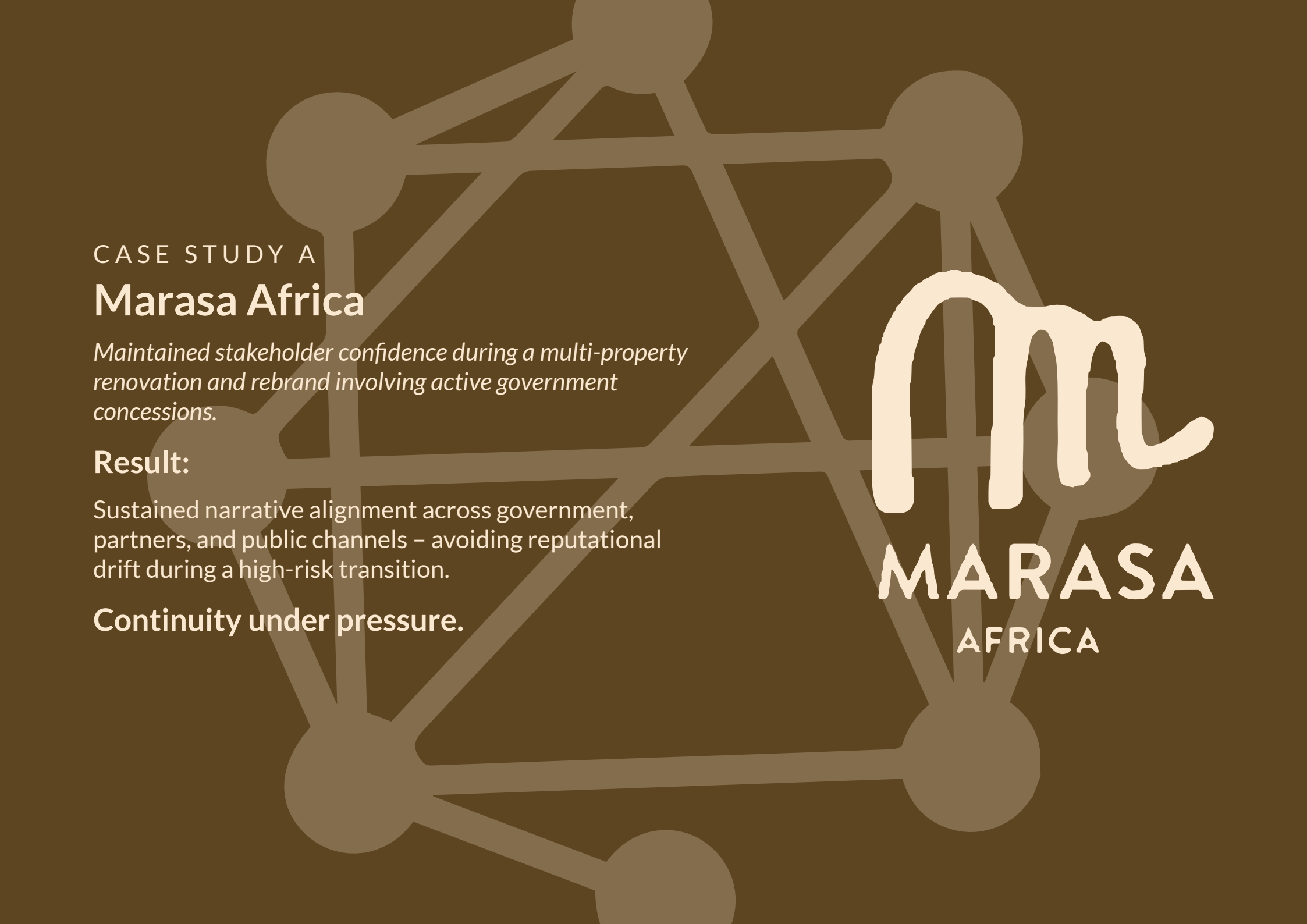
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A faint, light brown network diagram is visible in the background, consisting of several circular nodes connected by straight lines, forming a complex web-like structure.

CASE STUDY A

Marasa Africa

Maintained stakeholder confidence during a multi-property renovation and rebrand involving active government concessions.

Result:

Sustained narrative alignment across government, partners, and public channels – avoiding reputational drift during a high-risk transition.

Continuity under pressure.



CASE STUDY B

Uganda Embassy, Washington, D.C.

Repositioned communication from fragmented outreach to structured, narrative-led engagement under the Economic and Commercial Diplomacy agenda.

Result:

Stronger consistency across investor, cultural, and diplomatic platforms – improving clarity of positioning over a 12-month period.

From activity to influence.



CASE STUDY C

Ithuba Uganda

Led end-to-end launch strategy in a high-skepticism category requiring immediate public trust.

Result:

Coordinated visibility and institutional credibility from day one, with full alignment across government, regulator, media, and public audiences.

A new brand with established authority.



How We Measure Impact

We do not optimise for volume. We measure:

- Message consistency across stakeholders
- Reduction in reactive communication
- Strength of stakeholder engagement
- Narrative adoption at leadership level
- Stability under pressure

People as Strategy

Our leadership team reflects a multidisciplinary approach, integrating expertise across strategy, compliance, creative direction, and operations.

We operate a lean, senior-led structure – ensuring close client collaboration and maintaining strategic control across engagements.

This model combines strategic depth with executional precision, so high-level thinking is consistently translated into disciplined delivery.



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Perspective

As scrutiny increases across African markets, communication is being redefined.

It is no longer enough to be visible.

Institutions must be aligned, understood, and trusted.

Perspective Consultancy exists to build that alignment – and ensure it holds when it matters most.

CONTACT

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