

Imago Relationships International
7.3 Founders Communication Policy
Version 3: Jan 11, 2006

Purpose

This policy is to ensure consistency amongst Imago staff and associates around the public and internal presentation of Imago's co-founders Harville Hendrix PhD and Helen LaKelly Hunt, PhD, and also guidelines for communications with the founders.

Key messages

- Helen and Harville should usually be presented as a couple. Imago theory and therapy emerged out of their relationship.
- Helen and Harville exemplify the Imago values of couplehood. It strengthens the brand of Imago to present them as a strong couple working together. It also make consistent our emphasis on the importance of the couple in the culture.

Public presentation guidelines

- Present Harville and Helen together, when it makes sense to do so, as speakers for both Imago run and external events: For example:
 - Couplehood as a Spiritual Path, A workshop for couples, presented by Harville Hendrix, PhD and Helen LaKelly Hunt, PhD
- Use descriptions of their work which presents them as a couple. Examples include
 - Imago, the brainchild of the best-selling husband and wife team of Harville Hendrix, PhD, and Helen LaKelly Hunt, PhD, is a unique approach to relationship education that helps committed partners deepen their sense of connection and strengthen their relationships.
 - Harville Hendrix, Ph.D., author of several books including "Getting the Love You Want" in partnership with his wife Helen LaKelly Hunt, Ph.D., developed Imago Relationship Theory and they often speak together on Imago and related topics.

Internal communication guidelines

- Because Helen and Harville work as a couple, it's efficient to send emails to them both. This keeps them both in the information loop.

- Generally one partner will reply, but this should be considered as a reply from both partners in the couple.

Variations

- This guideline is not rigid. From time to time, it might make sense that just one partner be presented. For example, if it's a short TV appearance, both would make it too complicated. Harville should do it alone. There might be other reasons that just one partner should accept a public engagement, or become involved in a specific issue. If you are unsure about how to present them, check with them.