

Effective
communications in
challenging times:
A four-part
presentation,
including...
Your six-part plan

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Communications

Communicating in challenging times

A four-part presentation

1. Introduction

2. Overview and planning

3. Sample issue: prepare with the six-part plan, group exercise.

4. Mini media training workshop



1. Introduction

My background, experience and
POV

The power of effective

Communications...especially in
challenging times



Part 2 Planning Who are you?

Know who you are and what
your organization stands for



Know who you
are: values,
mission,
policies

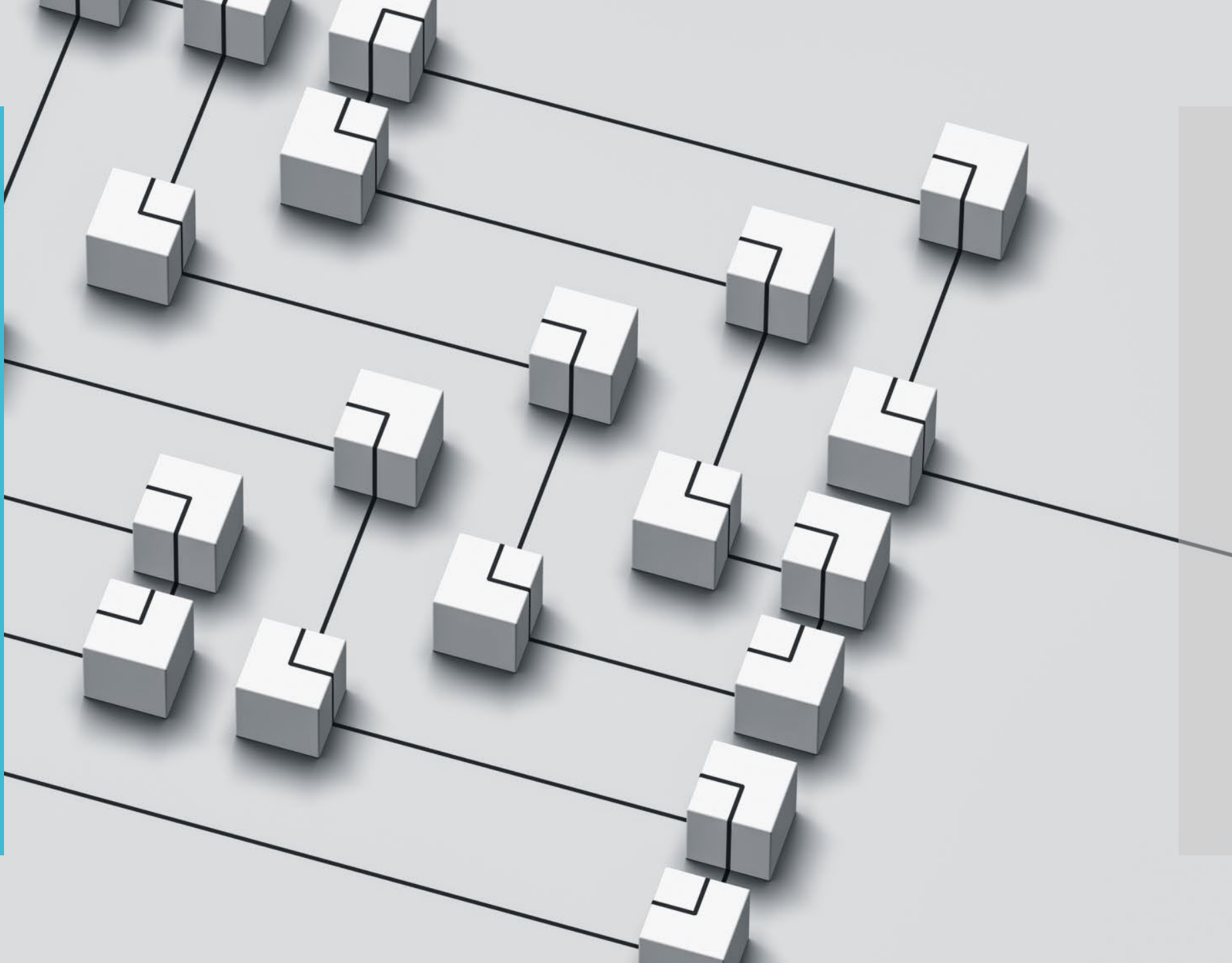


The background is a dark teal color with a repeating pattern of speech bubbles in various colors (red, purple, yellow, grey) containing a dark blue question mark. A light blue vertical bar is on the left, and a light grey vertical bar is on the right.

Planning: Know
and understand
what's going on.

Part 2 planning

Your six-part strategic communications plan



A large satellite dish antenna is silhouetted against a dark night sky filled with stars and the Milky Way galaxy. The dish is positioned in the center-left of the frame. In the background, there are dark silhouettes of hills and other smaller satellite dishes. The overall scene is a quiet, high-tech landscape under a starry sky.

Before it becomes a
communications crisis,
prepare.

A photograph of a red fire truck parked in a fire station. The truck is on the left side of the frame, and the station's interior, including pipes and other vehicles, is visible in the background. The image has a dark, semi-transparent overlay.

What are the issues?

What are the issues/problems that keeps you up at night, take over your day, and could spark into a crisis?

1. The Situational Analysis

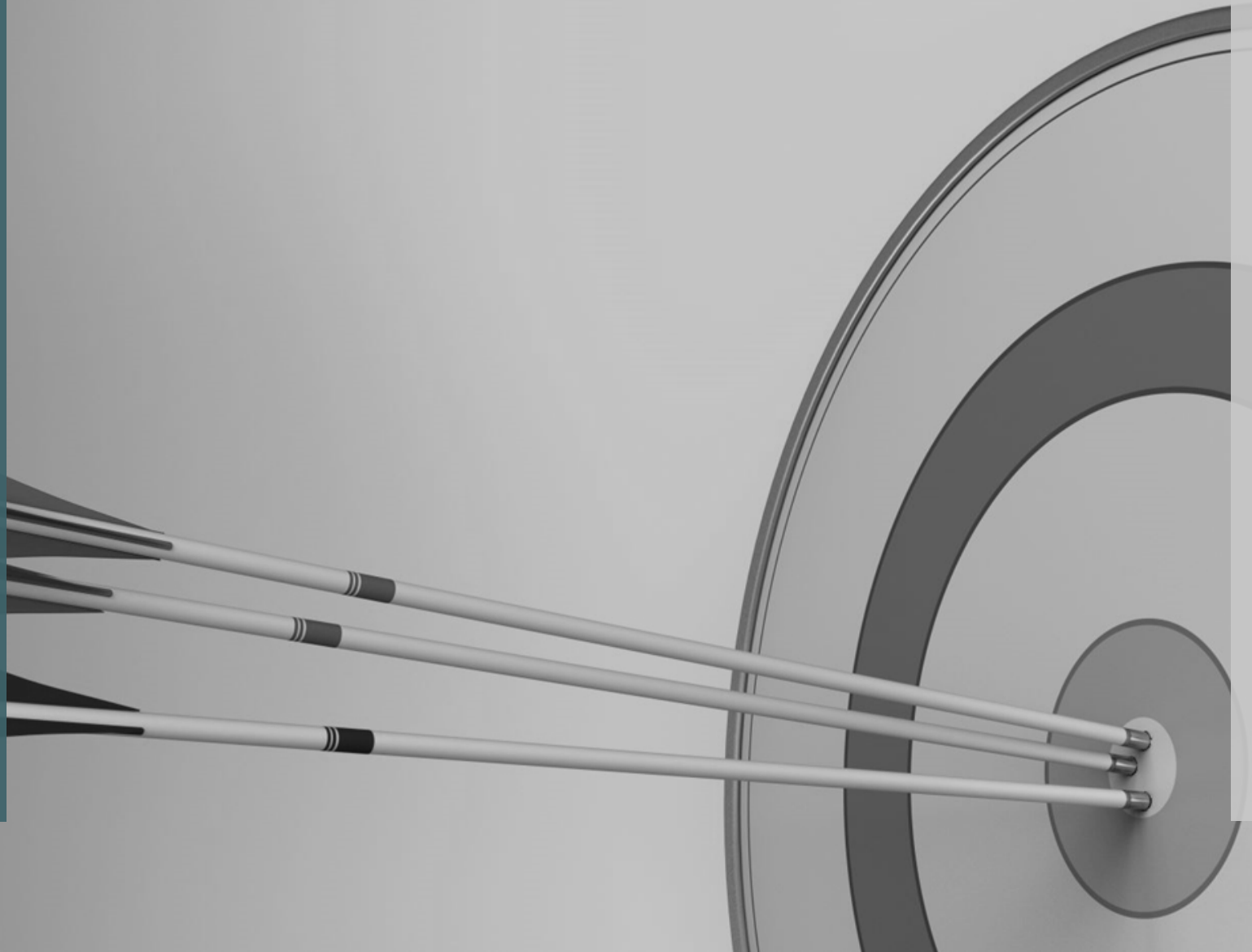


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2. The problem statement

3. Goals & objectives

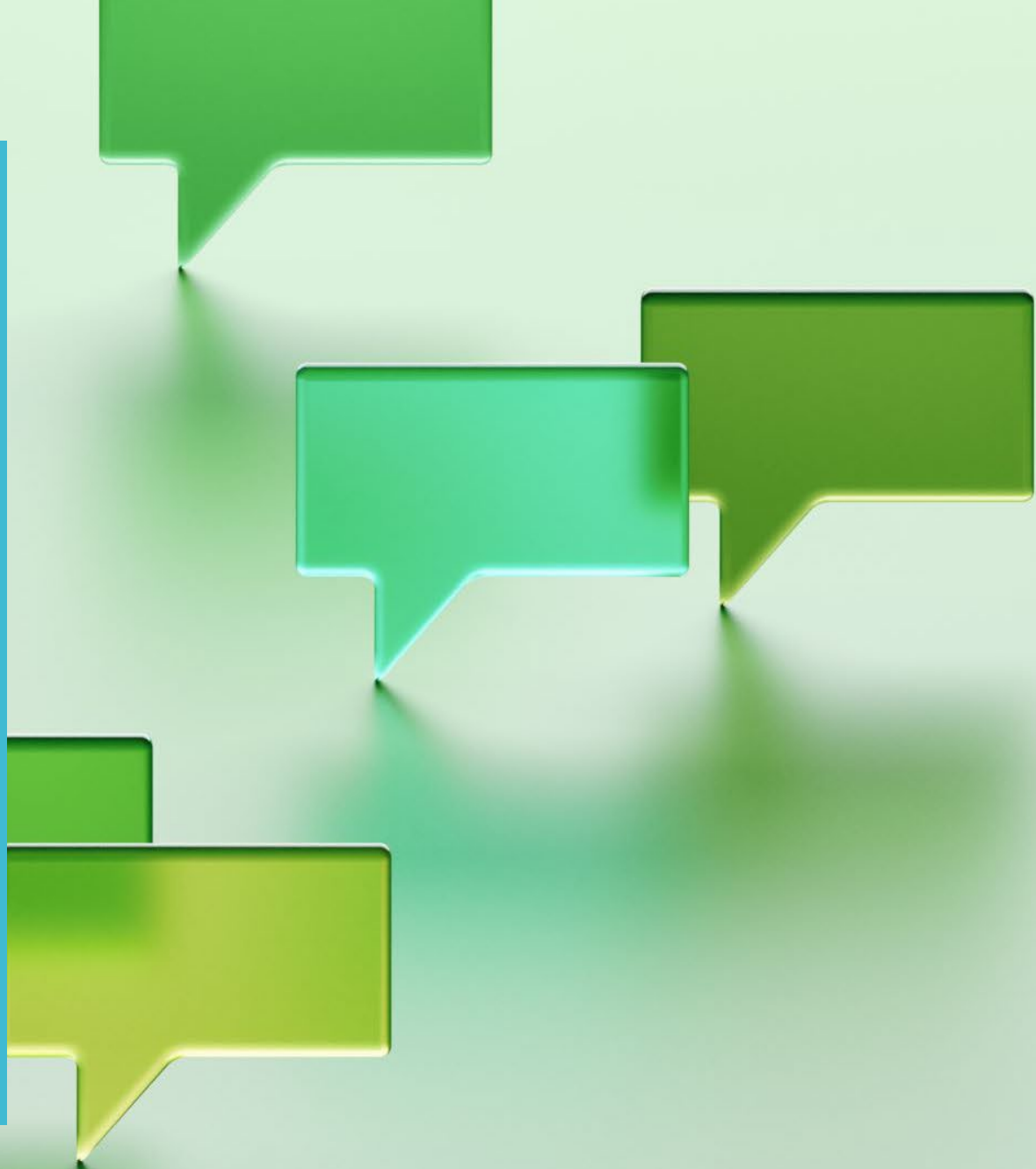




4.

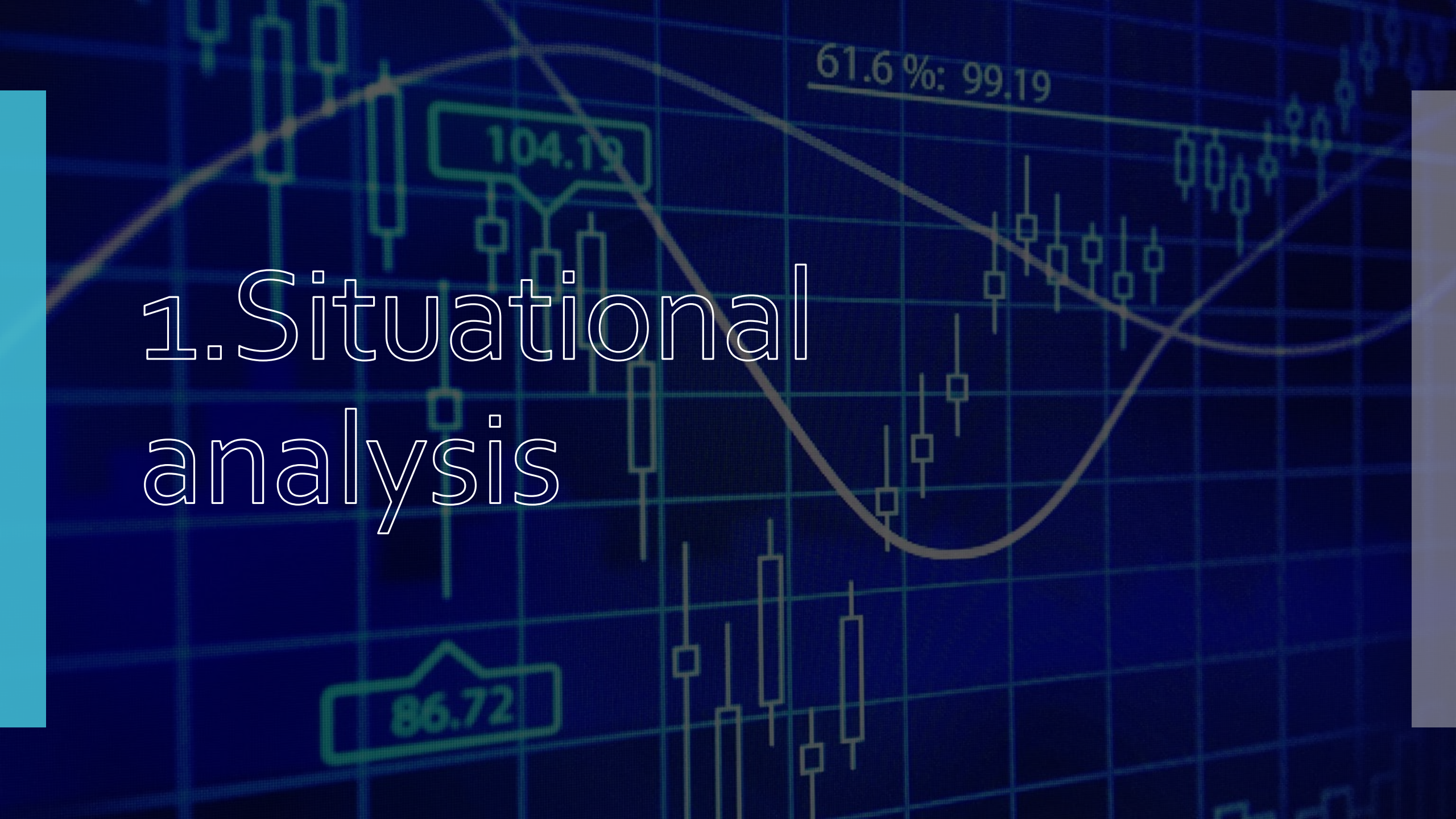
stakeholders

5 messages



6 channels



A financial candlestick chart on a blue grid background. The chart shows price movement with green and red candlesticks. A blue curved line represents a trend or moving average. A horizontal line is labeled '61.6%: 99.19'. A callout box points to a price of '104.19'. Another callout box at the bottom shows '86.72'.

1. Situational analysis

2 Problem statement and underlining issues





3. stakeholders

Stakeholders

- Who has a vested interest ?
- Why are you invested in the relationship?



Primary

You decide who is most invested in your work and organization



Secondary

Media can help you reach your primary stakeholders, but they are not your primary stakeholder



Tertiary

Can include “influencers”

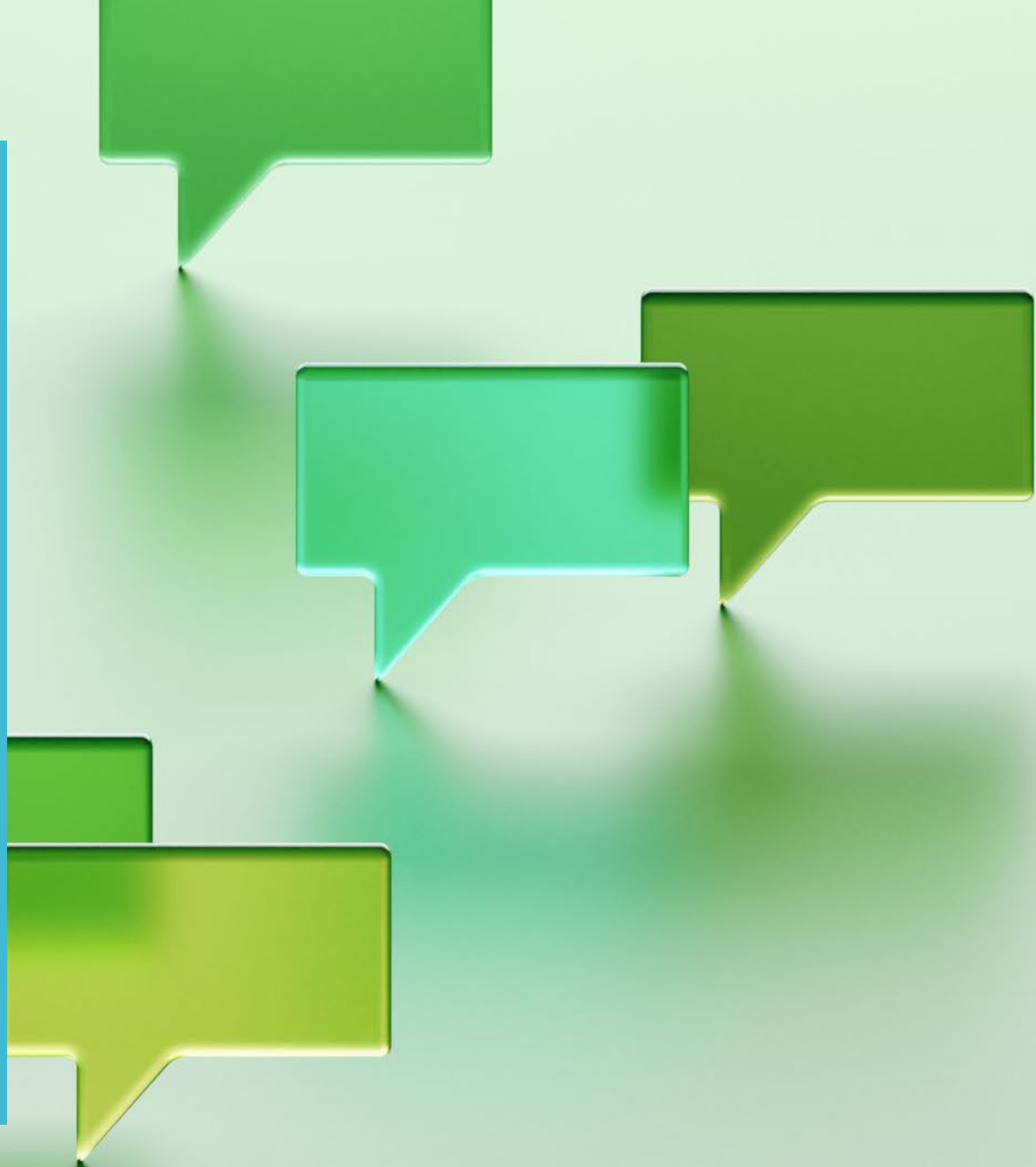
Stakeholder examples

4 goals and objectives

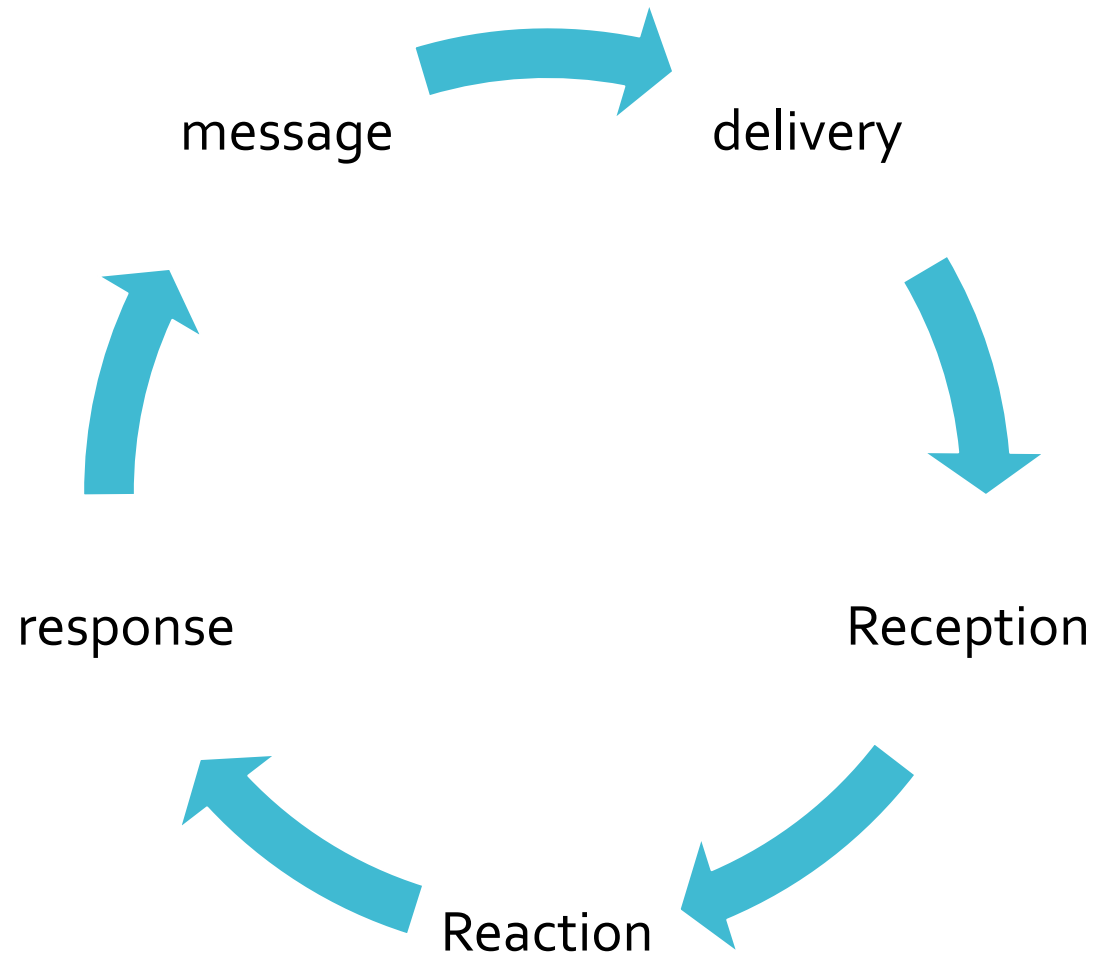


Goals will be
tailored to
stakeholder
groups

5 messages



An ongoing conversation



1

Vary the slant, tone and detail according to stakeholder group, while the key information is the same

2

Consider your audience's needs, values, behavior etc.


3

Identify barriers to communicating

Tailor your message to your audience



The news media

A stack of rolled-up newspapers, with the word 'HERALD' visible on one of the papers. The image is dark and serves as a background for the text.

An important
stakeholder group:
media



Media training

PRODUCTION _____

DIRECTOR _____

CAMERA _____

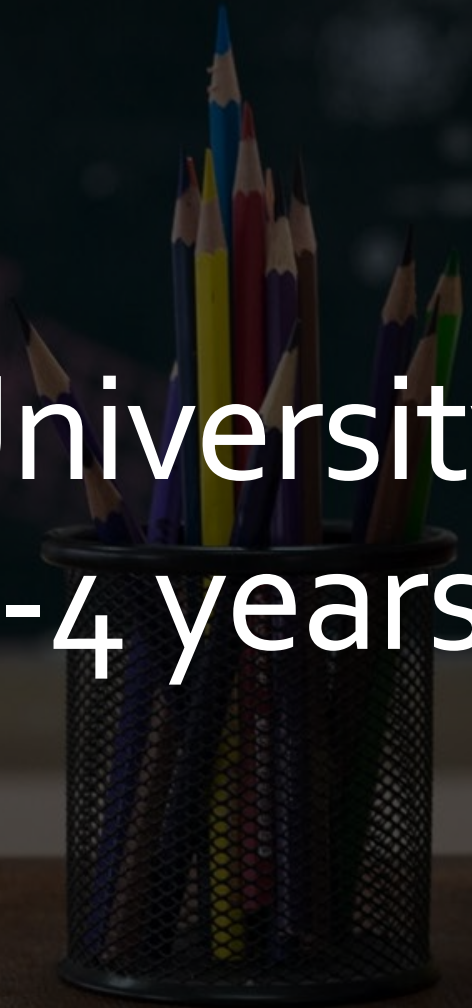
SCENE _____

TAKE _____



Reporters train for
up to six years!

J at Toronto
Metropolitan University
or Carlton = 3-4 years



Anticipate questions
Prepare responses
Practice presentation
- what's your sound bite?

Your
six part plan
in action



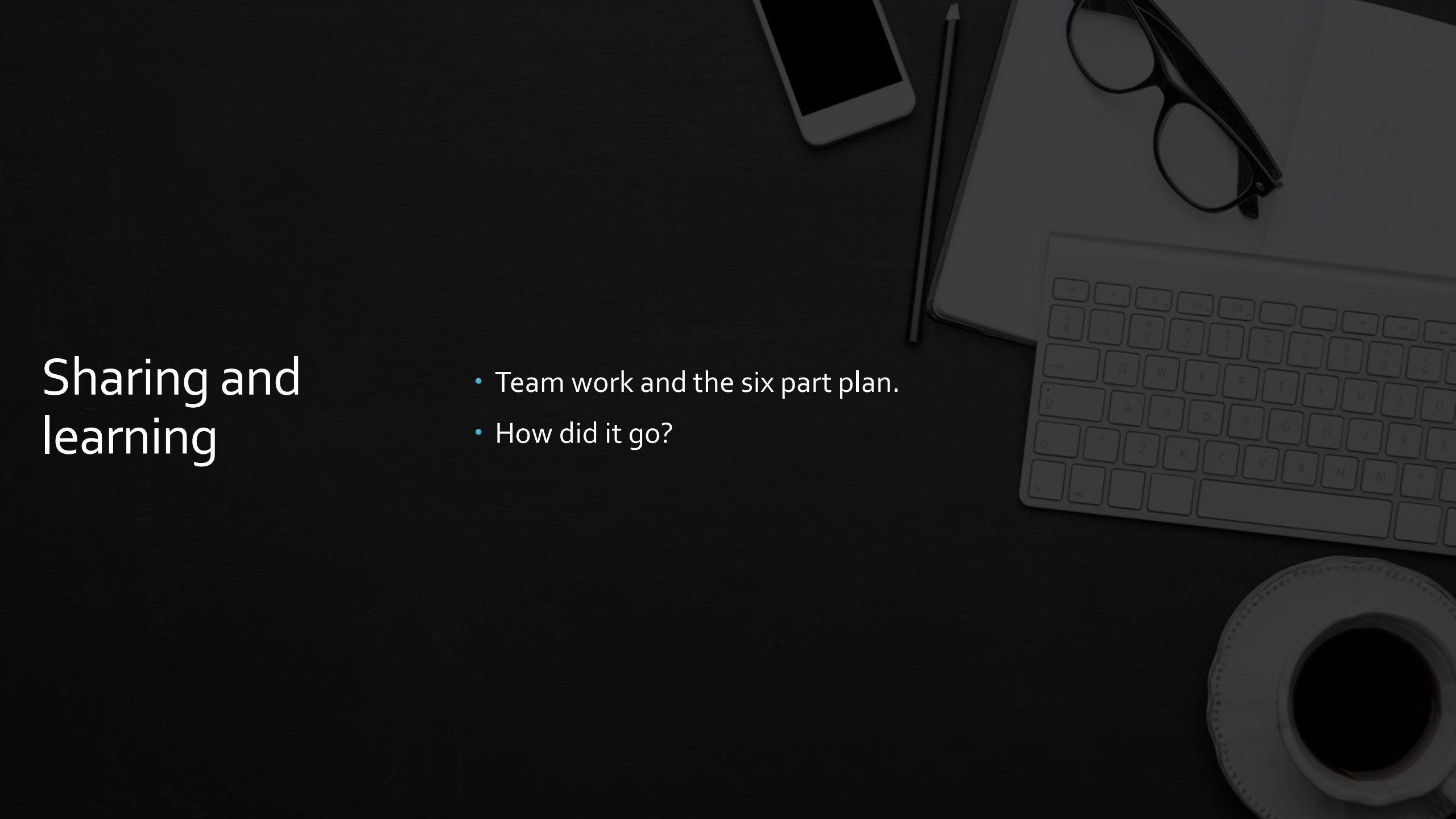


Team work

Develop your communications strategy for the issue of your choice
with the six-part plan

Sharing and learning

- Team work and the six part plan.
- How did it go?



Part 4

Your mini media response training exercise

- You are asked to comment on the situation in Frontier School Division.
- Prepare by anticipating questions and developing responses

4 steps to responding to media

- Step one: develop three questions and appropriate responses
- Step two: develop a short “sound bite”
- Step three: practice
- Step four: role playing



Thank you for
attending!

