

Today's Agenda

The “Strategic” Part of Strategic Communications

Messaging and Storytelling

Contemporary Thinking on Channels

Measurement

Take-Home Benefits Along The Way

- Understanding how deliberate communication strategies can improve your organization's success
- The key elements that must be present to plan, execute and measure outcomes
- Guidance that puts all of the options into perspective so you know which to use when

Who is this guy?

Matt Kucharski – Executive Vice President

- 25 years public relations and communications experience
- Expertise in marketing, crisis communications, employee communications and community relations
- Adjunct faculty member at the University of Minnesota
- National Board, Pheasants Forever
- DNR, LSOHC, FLARA, MCWD, GTCUW and other acronyms...



When not working at the office, home or the airport, Matt is SCUBA diving, fishing or hunting somewhere.

Your Organization's Top Priorities?

Why You're Communicating

- Attract, retain and engage *employees and volunteers*
- Find and hold on to enthusiastic *long-term investors*
- Create a *favorable community, regulatory and industry environment* to operate your business
- Draw in new *advocates* – and keep your existing ones!

Get People to Do What You Need Them to Do!

U.S. Information Barrage

- [500,000 billboards](#)
- [7,500 newspapers](#)
- [20,000 periodicals](#)
- [350 million TV sets](#)
- [265 million PCs](#)
- [650 million radios](#)
- [3 billion books sold per year](#)
- [150 billion pieces of postal mail](#)
- [110 million websites](#)
- [300 million active Facebook users](#)
(Almost 30%, are 35-54)
- [24 million photos uploaded to Facebook daily](#)

How many emails will you receive in the next two hours?

Information Age Clutter

- Either you break through the clutter or become part of it – your choice.



Strong Reputations Drive Business Success

Organization Strategy

Influenced By:

- Leadership Vision
- Strategic Plan
- Annual Operating Plans
- Marketplace Realities & Trends
- Employee/HR Development
- Financial Objectives
- Regulatory Environment

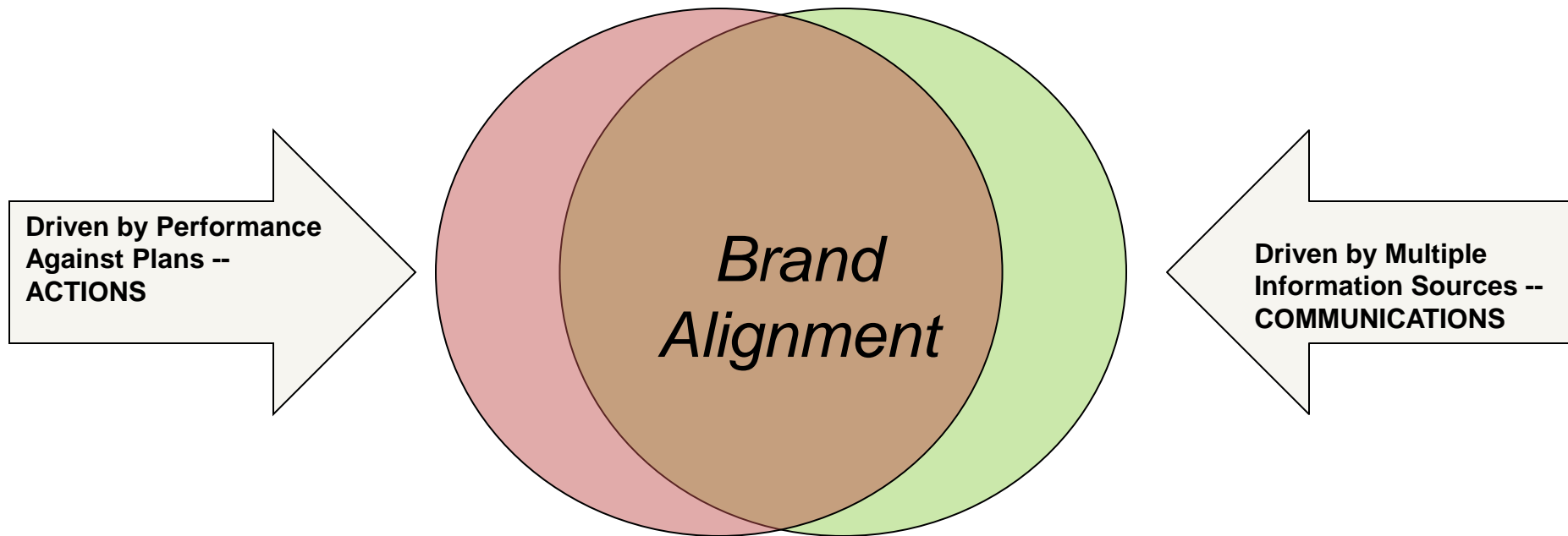
Stakeholder Perception

Influenced By:

- Messaging
- Media Coverage
- Customer Satisfaction
- Stakeholder Trust/Confidence
- Employee Engagement
- Community/NGO Sentiment
- Competitive Positioning
- Social Media Conversations
- Influencer Perceptions
- Internal Comms
- External Comms

Goal: External Perceptions that Align With Organization Priorities

Strategy and Reputation



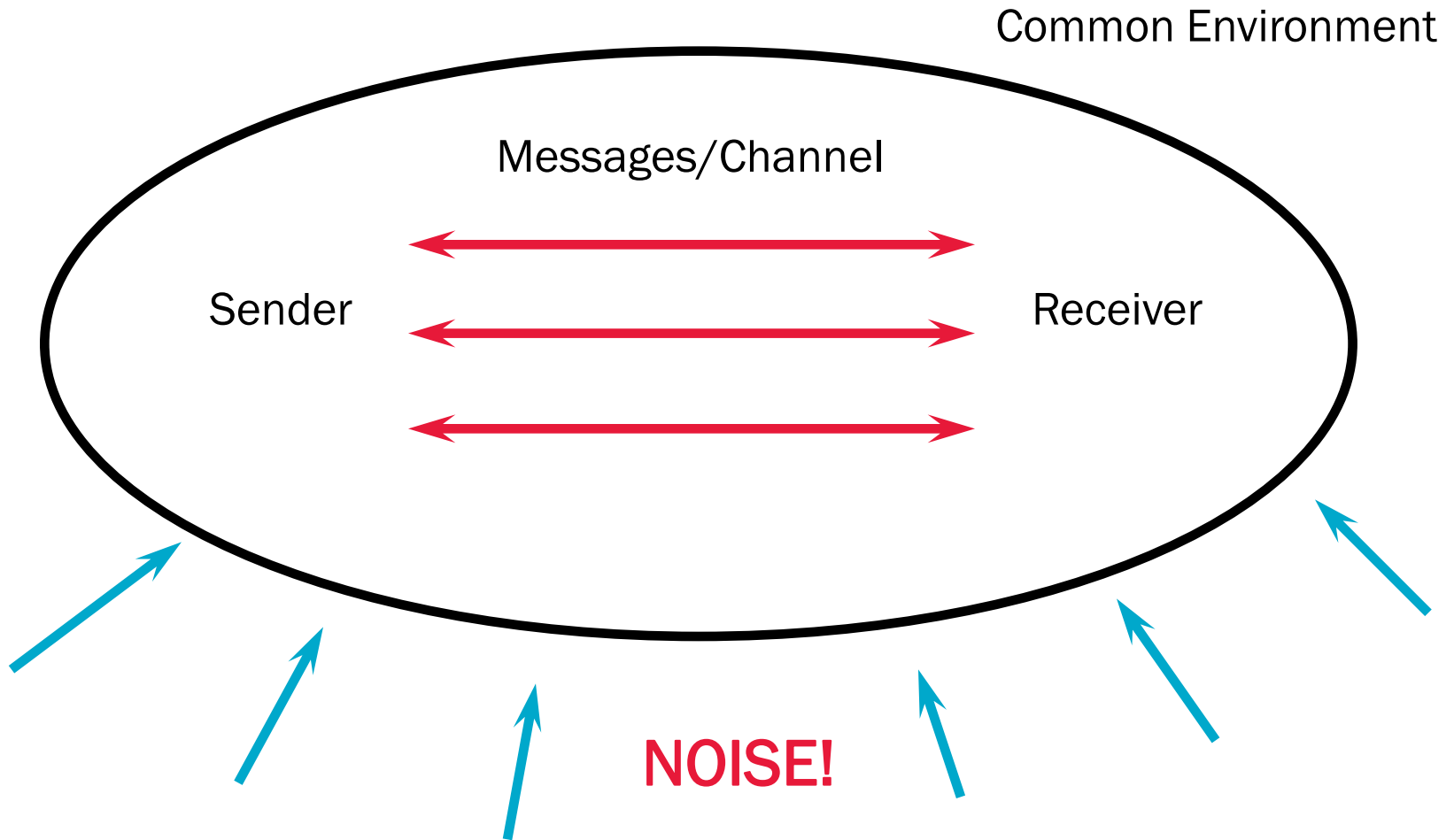
Personal and Corporate Reputation (aka “Your Brand”) is...

Σ Acts + Σ Information

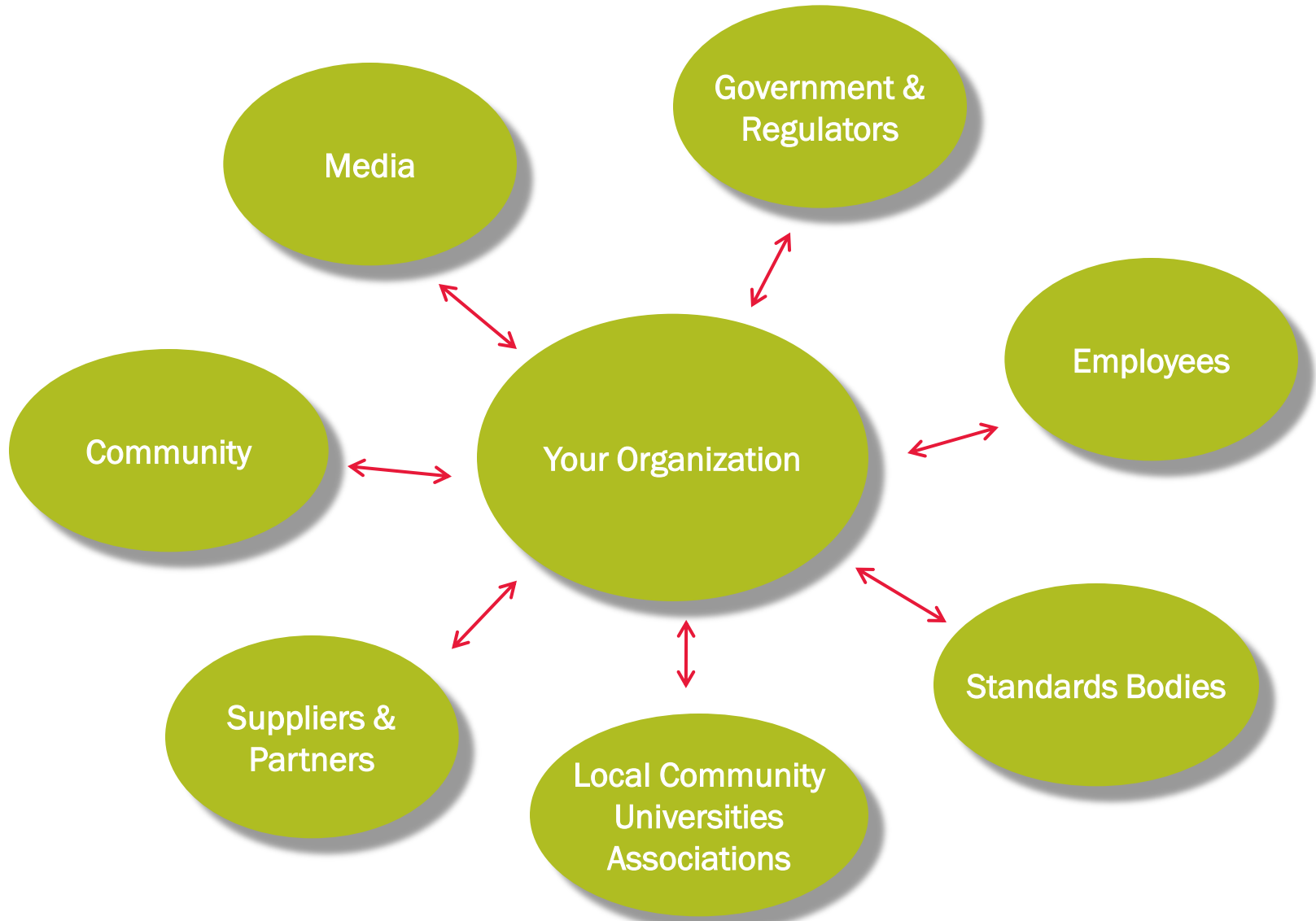
Performance Recognized

Communicating Effectively

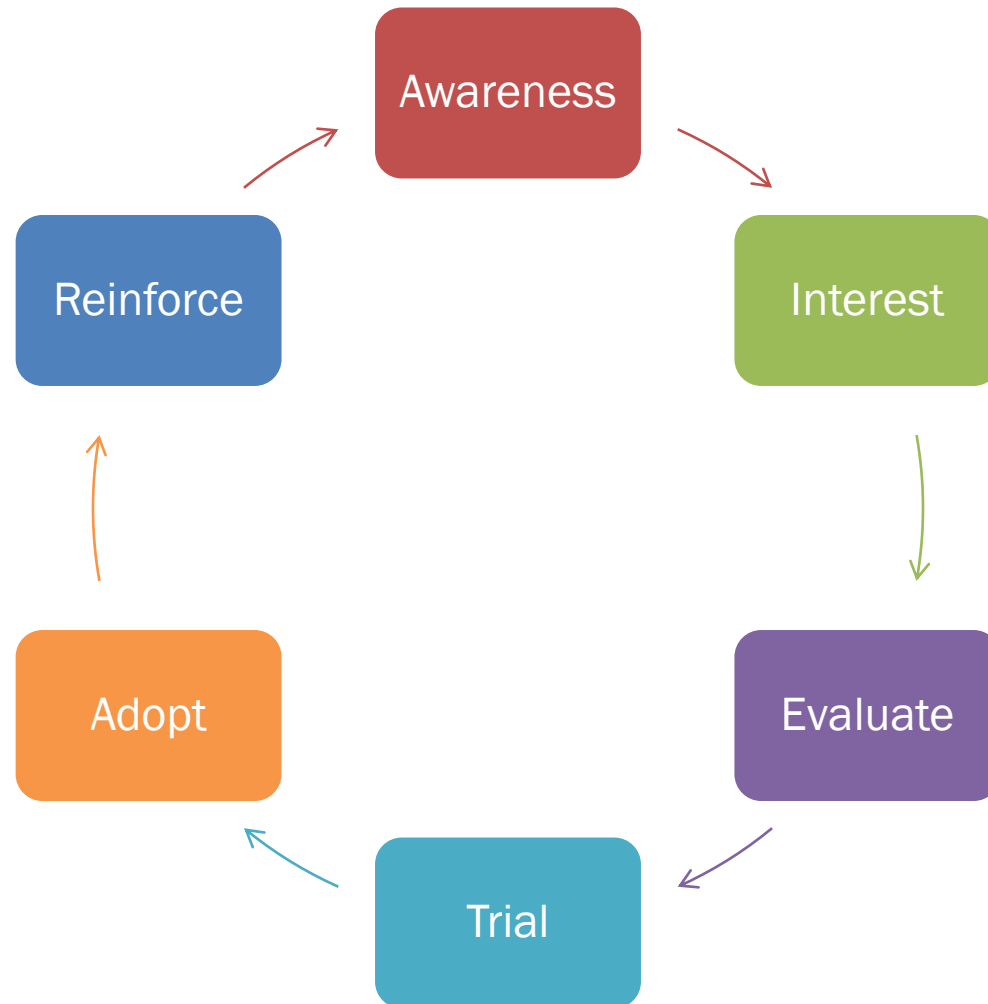
Communication Is A System!



It's About You – And It's About Them – Make it a Two-Way Dialog



You Must Communicate at EVERY STAGE in the Decision Process



And You Need to Build Networks Among Your Stakeholders

$$V = N^2$$

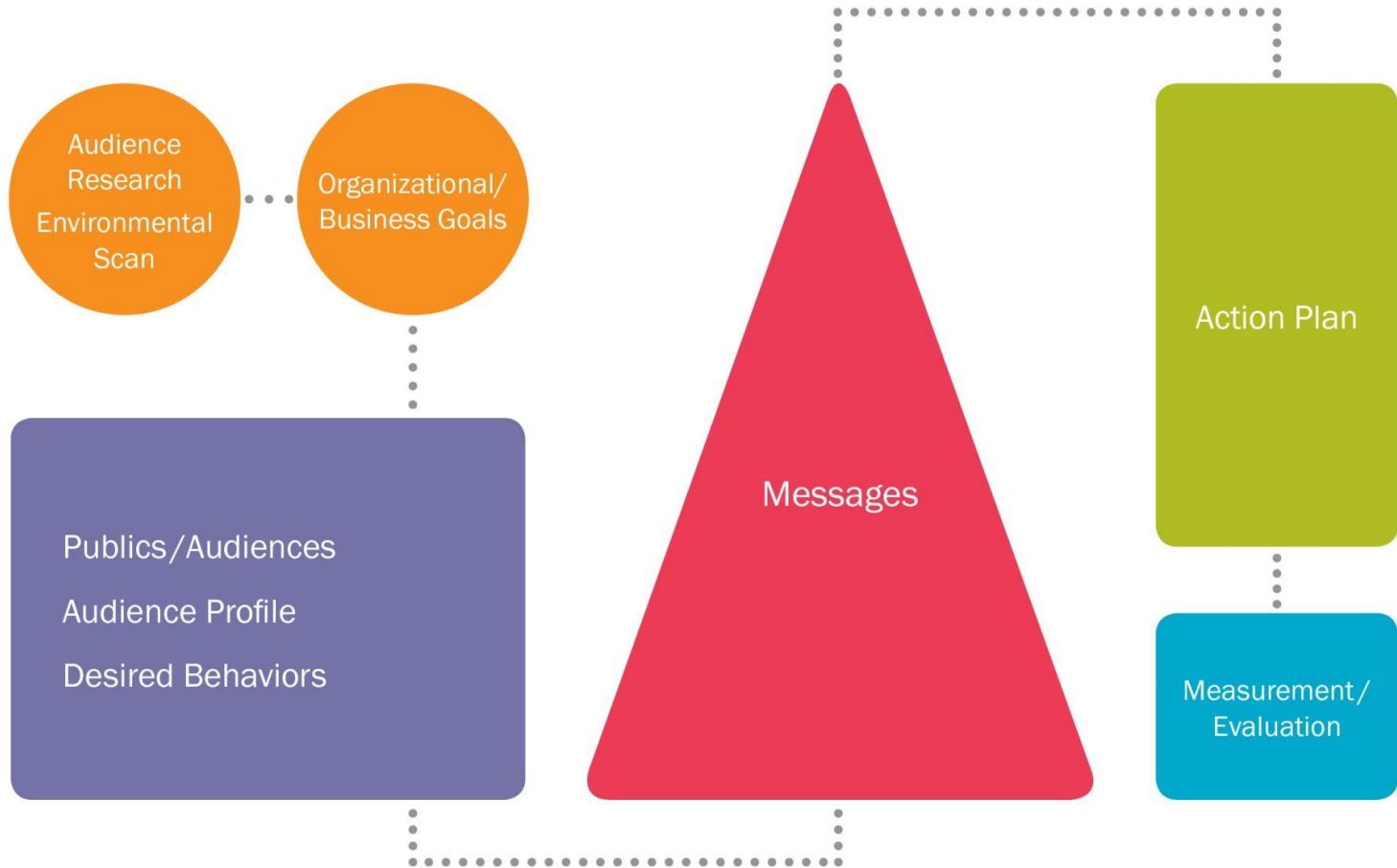
***Who is in Your Stakeholder Network and
How Robust is it?***

The 3M's of Effective Communications

- The Message: WHAT do you need to communicate?
- The Messenger: Who is the best SOURCE for the Message?
- The Method: What is the best AVENUE for the Message to reach the audience?

Communications is a Strategic Process

Communicating for Action



You Need to Do Research – Even if it's Informal

- Check your assumptions
- Do they like you, respect you or revile you?
- Understand what their alternatives are
- Determine loyalty – willingness to support to you – or block you
- Gauge understanding – do they “get it” and where do they “get it” from?”
- It's quick, it's cost-effective, and it keeps you from making dumb mistakes

If You Don't Have Objectives, You Won't Communicate Effectively

- Your Strategic Goals
 - What do you want to accomplish
 - What ACTIONS are you going to take to get there?
 - The foundation for what you actually communicate
- Your Communications Goals
 - HOW will communications help you accomplish the above?
 - Go beyond “moving the needle,” “getting support,” and “creating buzz” – these are meaningless

Take Time to Truly Understand Your Audiences

- Who are they?
 - Demographics
 - Psychographics
- What do you WANT from them?
- What do they THINK today?
- What do they DO today?
- What's PREVENTING THEM from acting?
- What are the rewards TO THEM?

***The Fundamental Foundation for Your Key Messages
And Your Communication Strategy***

And Be Clear on What You Want From Them

START doing something ...

STOP doing something ...

CONTINUE doing something ...

LET US do something we want to do ...

***Behavior change – action – is the
ultimate end result.***

Why Have Key Messages?

- The key points you want people to remember
- Incite audiences to take action
- Anchor – keep you on-track and focused
- A means to effectively communicate!

Ways to Develop Messages

- The NEED + YOUR RESPONSE
 - “We need to protect our environment from invasive species. XYZ has develop 3 easy steps to help you remember to check your boat”
- Something COOL with RELEVANCE
 - “Our organization was the first to develop a comprehensive AIS plan. That means the practices we put in place are based on experience and not guesswork.
- Addressing a BARRIER
 - “Some people don’t believe that they have an impact on AIS, when in reality we have AIS because of that exact mindset.”
- The “HOTEL BAR” conversation
 - “If you want your lake to look like a bowl of pea soup, keep using that phosphorous fertilizer”

It's Greek to Me!

- Ethos – “Listen to me because I have EXPERIENCE in this”
- Pathos – “Listen to me because this is IMPORTANT”
- Logos – “Listen to me because this MAKES SENSE”

All Three Are Key to Persuasive Communication

Telling a story!

Stage Setting – what's life like today?

Conflict – what's wrong with the current state?

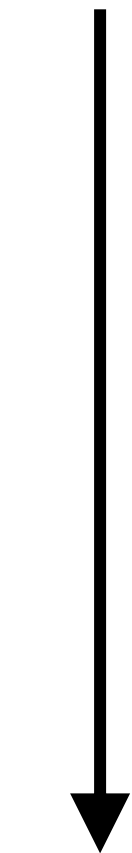
Resolution – what's being done about it?

Outcome – how's life different as a result?

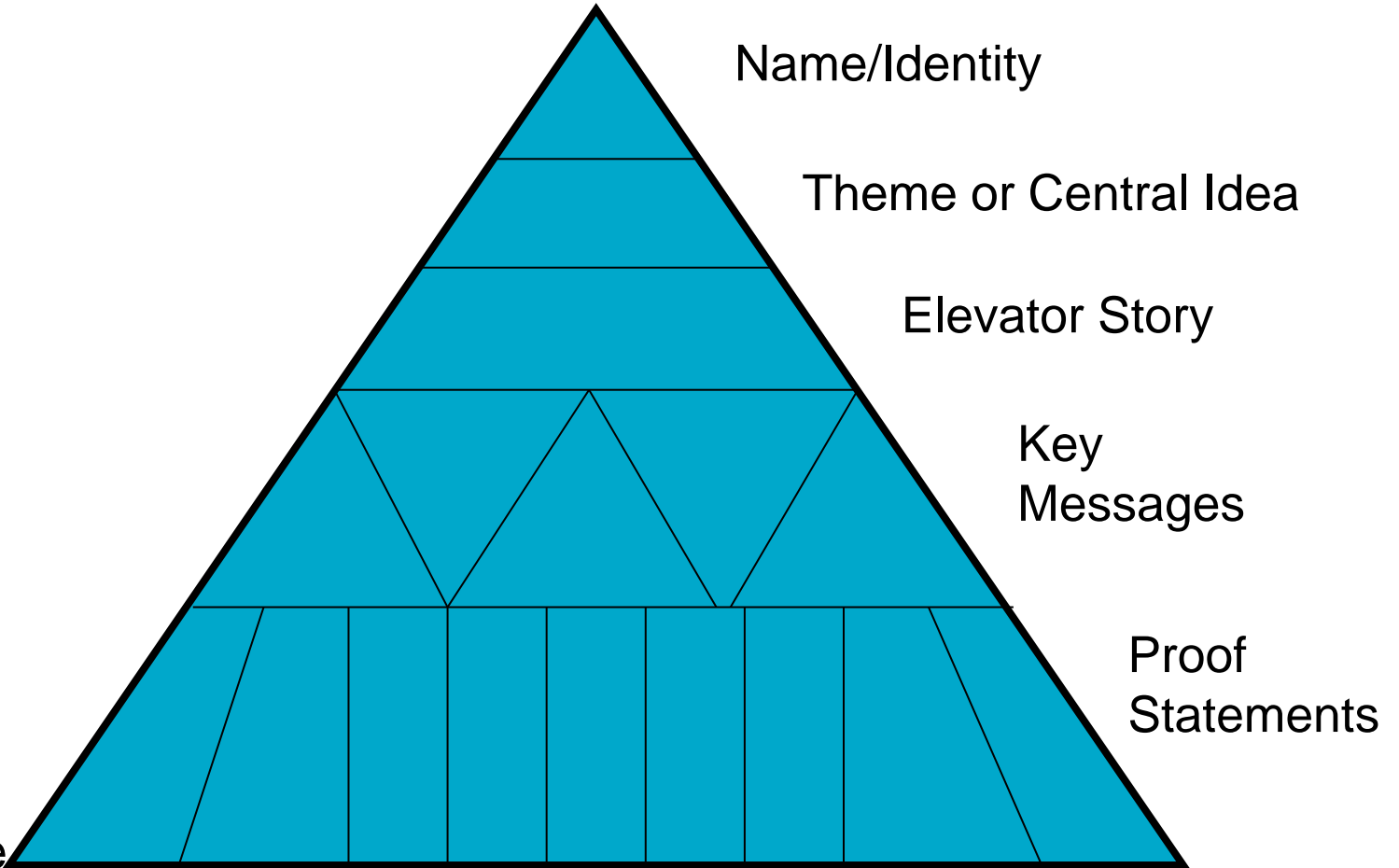
***People Remember Stories More Than
They Remember Facts – Tell The Story
First***

Organizing Messages

Less time

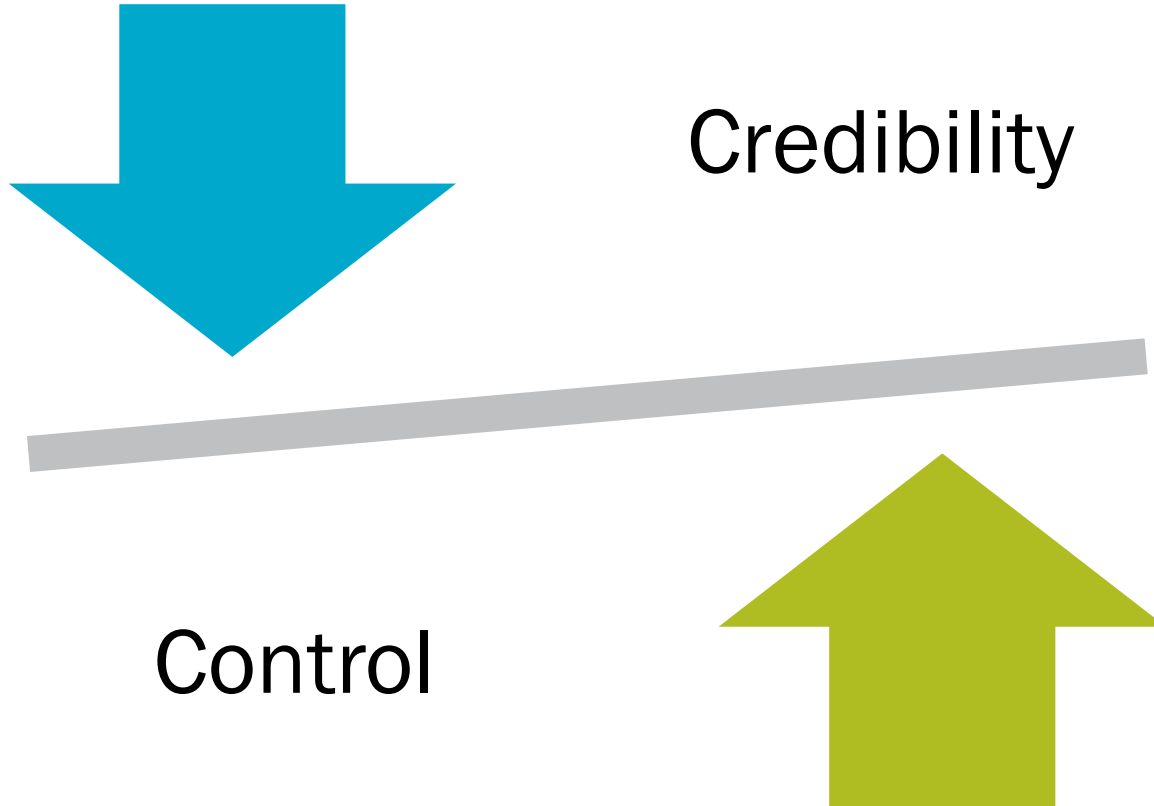


More time



Determining the Right Communications Channels

Control vs. Credibility



Proximity to the Issue



Less Personal



More Personal

My, how the world has changed...

- My mom sends my daughter a birthday letter and money...
- ...I email my daughter to remind her to send a thank-you note...
- ...my daughter texts me back to say she will...
- ...and then posts a message to Grandma on Facebook...
- ...promising to Facetime or Skype her later in the week...

Communication in the Digital Age

- Explosion of Internet, social media and digital communications have drastically changed the way information is received and produced
- “Democratization” of the creation, distribution and consumption of media content
- Reaching target audience(s) through multiple outlets
- Accelerates communication Transparency is key



Social Media Landscape



How Do We Measure This Stuff?

The First Reaction -- Fight or Flight



Why Is It So Difficult?

- It takes time
- It takes money
- We're dealing with human behavior
- External factors
- There are very few 1:1 correlations
- Integrated programs
- Viewed as justification rather than insight
- Distinguishing between “value” and “ROI”



We HAVE to Measure...

- Prioritize work
- Justify the spend
- Refine a program
- Move from anecdotal to factual
- Shift from “reactive” to “proactive” mode



Three Levels of Measurement

- Outputs – was the work completed?
- Outtakes – who was reached?
- Outcomes – what behaviors actually changed?

Summary

- Communications has purpose – it helps your organization accomplish its goals.
- It's all about changing behavior – getting an audience to burn a calorie
- Messages, Messengers and Methods
- A process – don't be afraid to evaluate and adjust, but consistency is more important than creativity.

Questions?



Thank You