

On The Same Page
Creating Clear, Consistent
& Effective Messaging

February 21, 2013
2013 Leadership Forum

Jan enns
communications
CONSULTING • TRAINING

LGIA
LOCAL GOVERNMENT STUDY HUB • SERIES #1

- WHAT
- WHO
- YOU
- HOW

Plan for success

```
graph TD; What[What?] --- Who[Who?]; Who --- Why[Why?]; Why --- Say[Say what?]; Say --- How[How?]; How --- What;
```

WHAT

What's in a "message?"

1. What are you doing?
2. Why?
3. Why better?
4. What's the "call to action?"

What's in a "message?"

- 3 or 4 key points you want to make
- More than a slogan
- About repetition

What's in a "message?"

- Who do you want to reach, who will be impacted?
- How do they perceive your message?
- What do you want them to do?
- What are the supporting facts?
- What are the benefits?

Craft your message

- Short, simple, easily understood
 - No jargon
 - No technical language
 - Create "quotable quotes"

Craft your message

- Make it easy to remember



Craft your message

- Use captivating information – vivid and personal
- Use translation where needed



Craft your message

- Frame it
 - Reduce change
 - Make it familiar



- Use stories to explain and engage your audience



Craft your message

- **Back it up – numbers, facts, research, etc.**



Craft your message

- **Be empathetic – use two-sided message to recognize other viewpoints depending on audience**
- **Make it personal – “we” and “you”**
- **Use a credible source or testimonials**

Last word on messages

- **Avoid extreme messages**
- **Avoid fear appeals**
- **Use nouns vs. verbs (be a voter vs. go vote)**
- **Focus on loss vs. gain**
 - **“Pay taxes early to avoid penalty.”**

THE WIIFM:
_____?

Test your message

- Test on members of target audience
- Formal or informal
- Also try friends, family, colleagues
 - What does it mean to your audience?
 - Does it ring true? Sound ok, appealing?

WHO

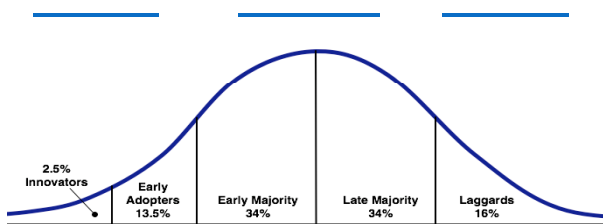
Who do you want to reach?

- **Target audiences**
 - Trying to reach them to change their behaviour or actions in some way
 - Internal and external

About *Benefits* and *Barriers*

- **Do your research**
 - What motivates your audience - Benefits?
 - What stops your audience - Barriers?
- “Frame” your message
- Determine which tools are best for message delivery
- Greater chance of success!

About *Behaviour Change*



For example: Survey

- We need to hear from you!
- What do you think are the most important issues our community faces?
- Your input will help guide future decisions about where to spend our tax dollars
- Have a say in the future of in your community
- Fill in our survey at the open house and enter to win \$100 in groceries at a local store!
- Read our newsletter, fill in the survey and enter to win online at www.mytown.ca

YOU

Verbally

- Take a deep breath, relax voice
- Avoid “up speak”
- Speak clearly and slowly (but not too slow!)
- Vary your tone and pitch
- Match your body language to your message

Visually

- Be attentive
- Comfortable stance, minimize movement
- If on camera - look at reporter not camera
- And smile! (Or show appropriate concern)

HOW

“Inside-out” Rule

- People that need to know, find out first
 - Internal
 - Mayor and Council, Chair and Board
 - Key staff, front line staff
 - External
 - People most affected

Cut through the clutter

- Project updates
- Branded for recognitions
- Provides the answers and contact info
- Clear and consistent



Orientation

- Orientation session with elected representatives and senior staff
- Formal, informal
- Project specific, ongoing



SEKID Orientation Session
 Wednesday, September 5, 2012
 Jan Enns, MA, Jan Enns Communications
 Joanne de Wree, Fresh Outlook Foundation
 Toby Pike, General Manager, SEKID



Briefing/speaking notes

- Bullet point
- Key messages
- Use to answer Q



Media protocol

- Identify key spokespersons
 - Mayor/Chair
 - CAO/Technical experts/Key staff
- Ensure briefed
- Stay current on who is being interviewed

Know it. Share it.

- WHAT – Be prepared, clear and consistent
- WHO – Know your audience
- YOU – Be prepared, look sharp 😊
- HOW – Have systems in place to share info



Jan Enns, MA

Office: 250-769-3627

Email: jan@janenns.com

Web: www.janenns.com

 Facebook: Jan Enns Communications

 Twitter: @janenns
