



On The Same Page

Creating Clear, Consistent & Effective Messaging

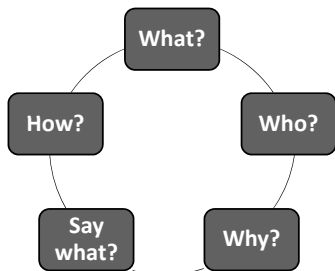
Elected Officials Seminar Series:
Kimberley, February 20, 2015
ONLINE VERSION
Jan Enns, MA

You can have brilliant ideas,
but if you can't get them
across, your ideas won't get
you anywhere.

- Lee Iacocca

Plan for success



**Project Management
Institute**

**“PMI Study Reveals Poor Communication
Leads to Project Failure
One Third of the Time”**

WHAT

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?"

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

What are you doing?

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

Why and why better?

- Explain the "need"
- Support with facts, stats
- Include public opinion in your response
- Show not the "only ones"

Why and why better?

- Use credible sources for testimonials
- Use stories to engage
- Be empathetic – use two-sided message to recognize other viewpoints depending on audience
- Make it personal – “we” and “you”



Why and why better?

- Make it familiar (frame your message)
- Reduce perception of change
- Identify both personal and community benefits/impacts
- Remember the WIIFM (What's in it for me!)

The only time people like change is when they are standing in front of a vending machine.

--Lou Holtz
Notre Dame football coach

What's the “call to action?”

- What does your audience need to know or do?



Look for examples

"The successful transfer of the City's electrical utility to FortisBC is great news for the taxpayers of Kelowna and our utility customers. Tax payers will benefit from the long term financial earnings resulting from the reinvestment of the proceeds of sale and customers will receive safe and reliable electricity from an experienced owner and operator."

"This initiative, which has been two years in the making..."

"FortisBC already provides service directly to two thirds of Kelowna so the transition is expected to be relatively seamless."

"The citizens of Kelowna provided electoral assent through an alternative approval process in the fall of 2012."

Test it

- | | |
|-------------------|---------------------|
| • Formally | • Informally |
| • Surveys | • Friends, family |
| • Exit forms | • Colleagues |
| • Focus groups | • Front line |

WHO

Who do you want to reach?

- **Target audiences**

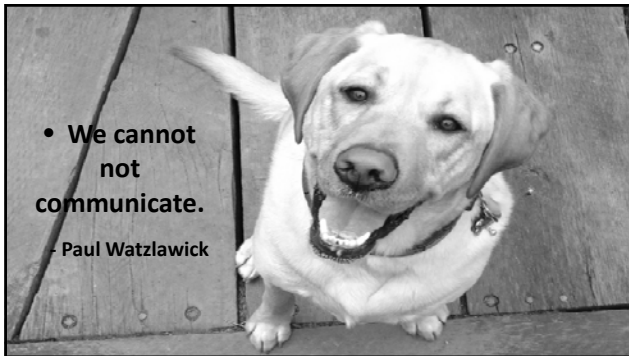
- Trying to reach them to influence their behaviour or actions in some way
- Internal and external

What do you know about them?

- **Do your research**

- What motivates your audience – Benefits?
- What stops your audience - Barriers?
- “Frame” your message
- Pick best tools for message delivery
- Greater chance of success!

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 recognition**



Updates
This is the first in a series of updates from staff to Council to provide ongoing information about the Beach Avenue Improvement project. For more information please contact Doug Allen, Director of Operations at 250-764-1100 or email project@cityofkimberley.ca

Background
The District of Peachland will be starting construction early this summer on the extension of the Beach Avenue Walkway. The project includes a 1.9 km section of improved roadway and multi-use path along Beach Avenue starting at 12th Street and ending at 35th Street. After the starting construction, business and community open houses are being held to provide more information and solicit feedback from the community on two options. The feedback from these sessions will be forwarded to the Council of the District.

The two options being presented are:

- **Option A** means very few changes would be made to the beach, leaving nearly continuous access. It does require using District Land in front of some houses on Beach Avenue.
- **Option B** moves the road closer to the beach and would require large sections of retaining wall and hand rails with staircase access to the beach in many locations. Option B may require a budget increase.

Orientation

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



Spreading the word

SCNID Orientation Session

Briefing/speaking notes

- Bullet point
- Key messages/points
- Use to answer Q
- Provides the answers and contact info
- Clear and consistent



Media protocol

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



Know it. Share it.

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



"The best way
to be boring is
to leave nothing out."

Voltaire

Jan enns
communications



CONSULTING • TRAINING

*Ask Jan
about her
workshops!*

*Communications & media training
for messages that matter*

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