



Communicating your message

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Ar dtús...

- 30 plus years working in communications – at director level since mid 1990s
- Recent three years in-house at DCU
- Extensive civil service and public sector experience
- Experienced non executive Director – mainly third sector
- Teaching at Masters level in DCU

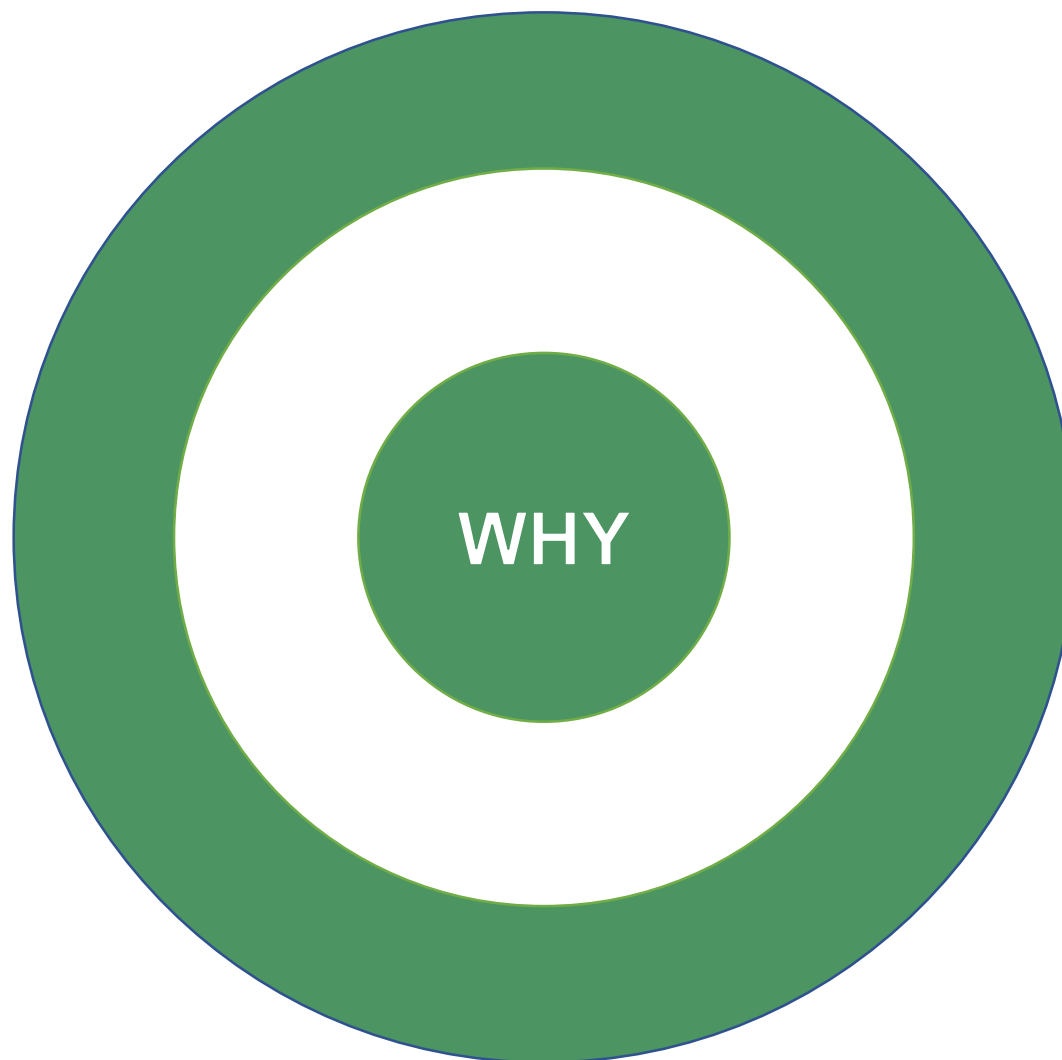


My focus...

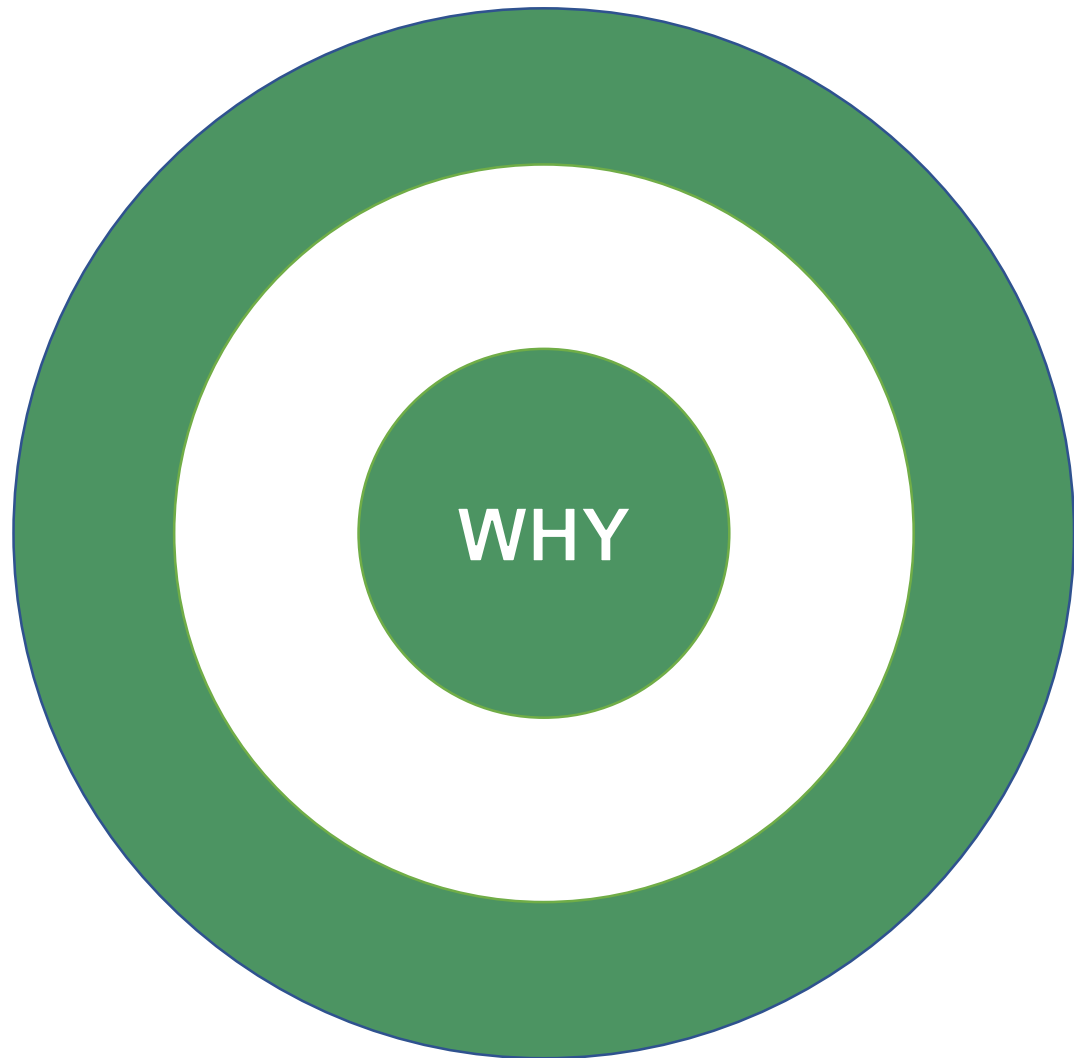
The use of communication effectively by an organisation to better achieve its core goals and aspirations



Why?

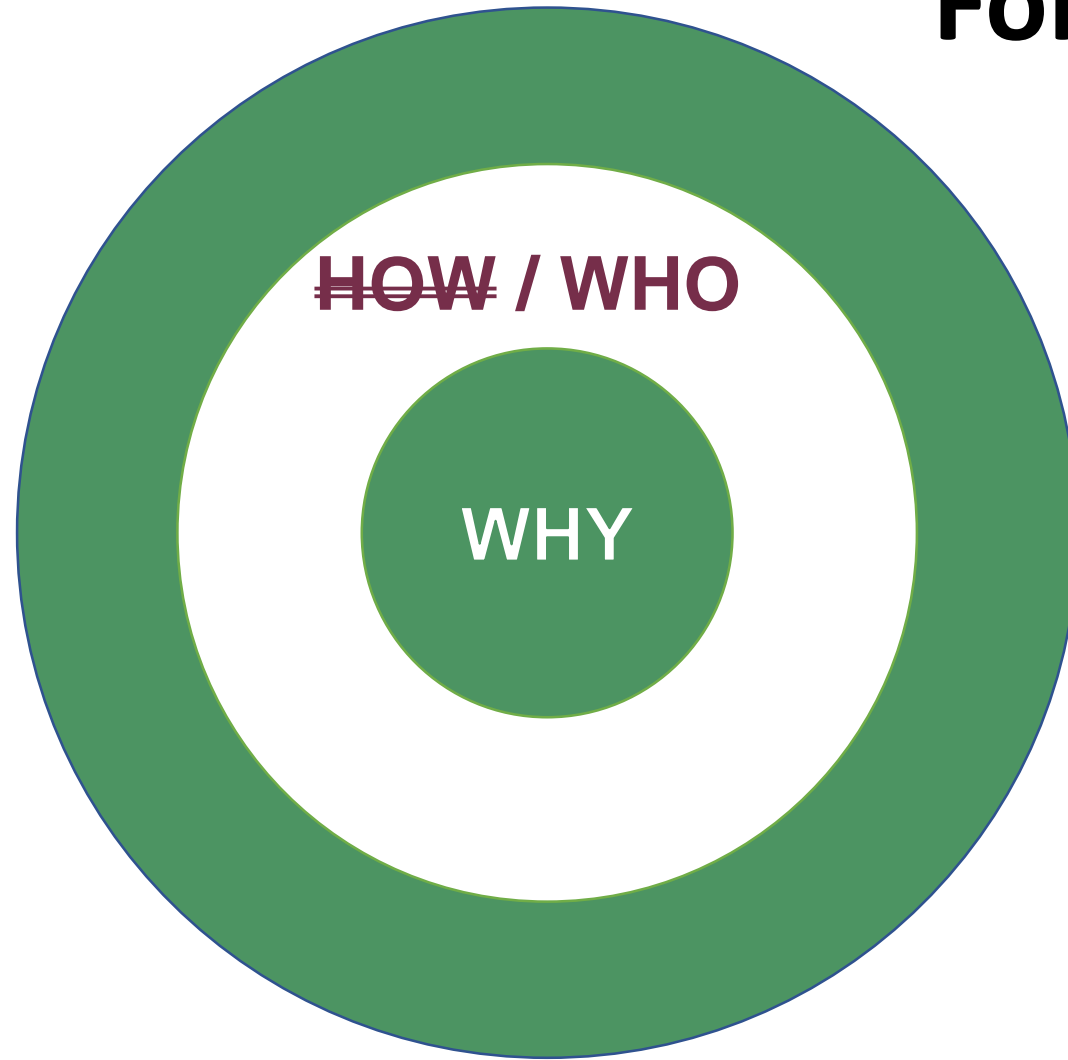


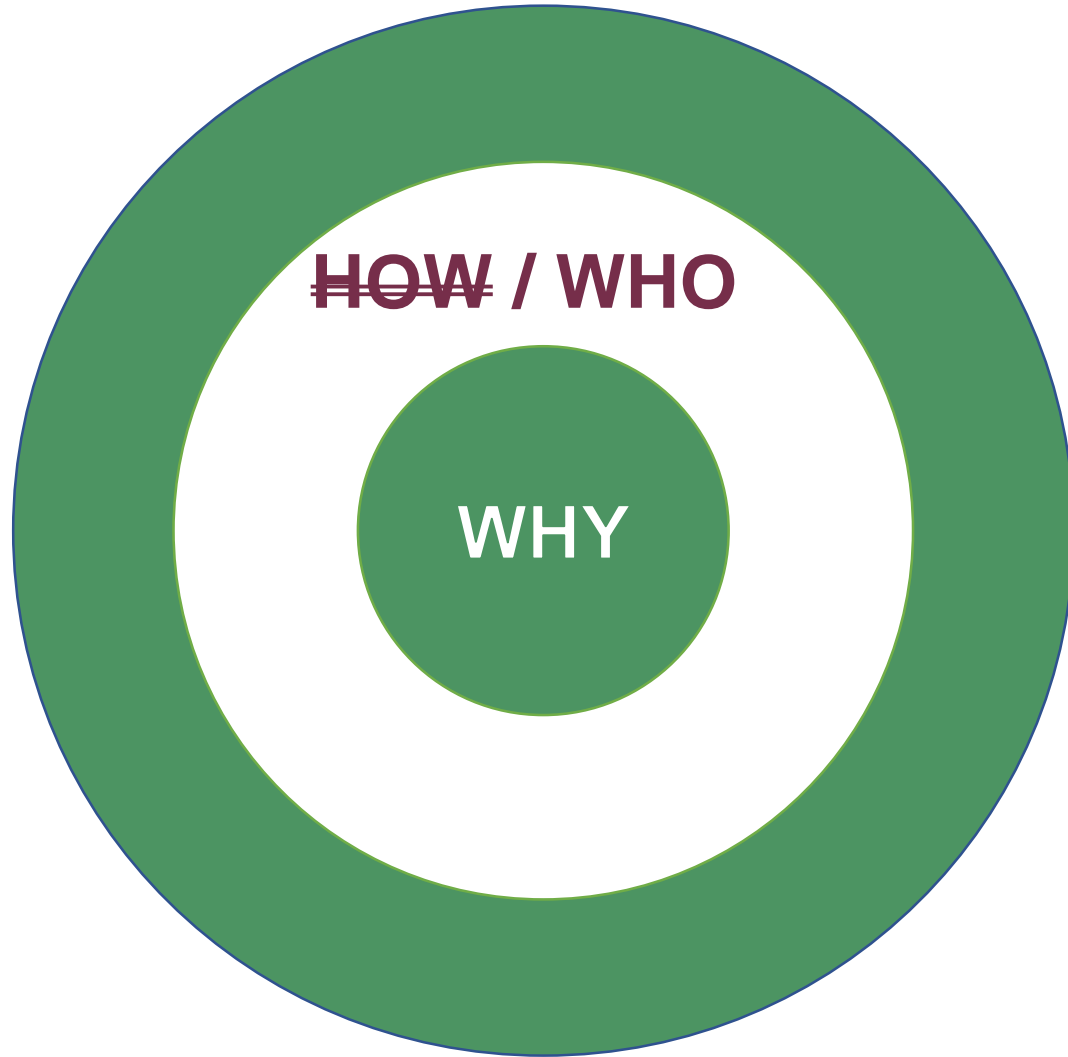
Why?



**Be clear on serving
the purpose**

Followed by 'who'?

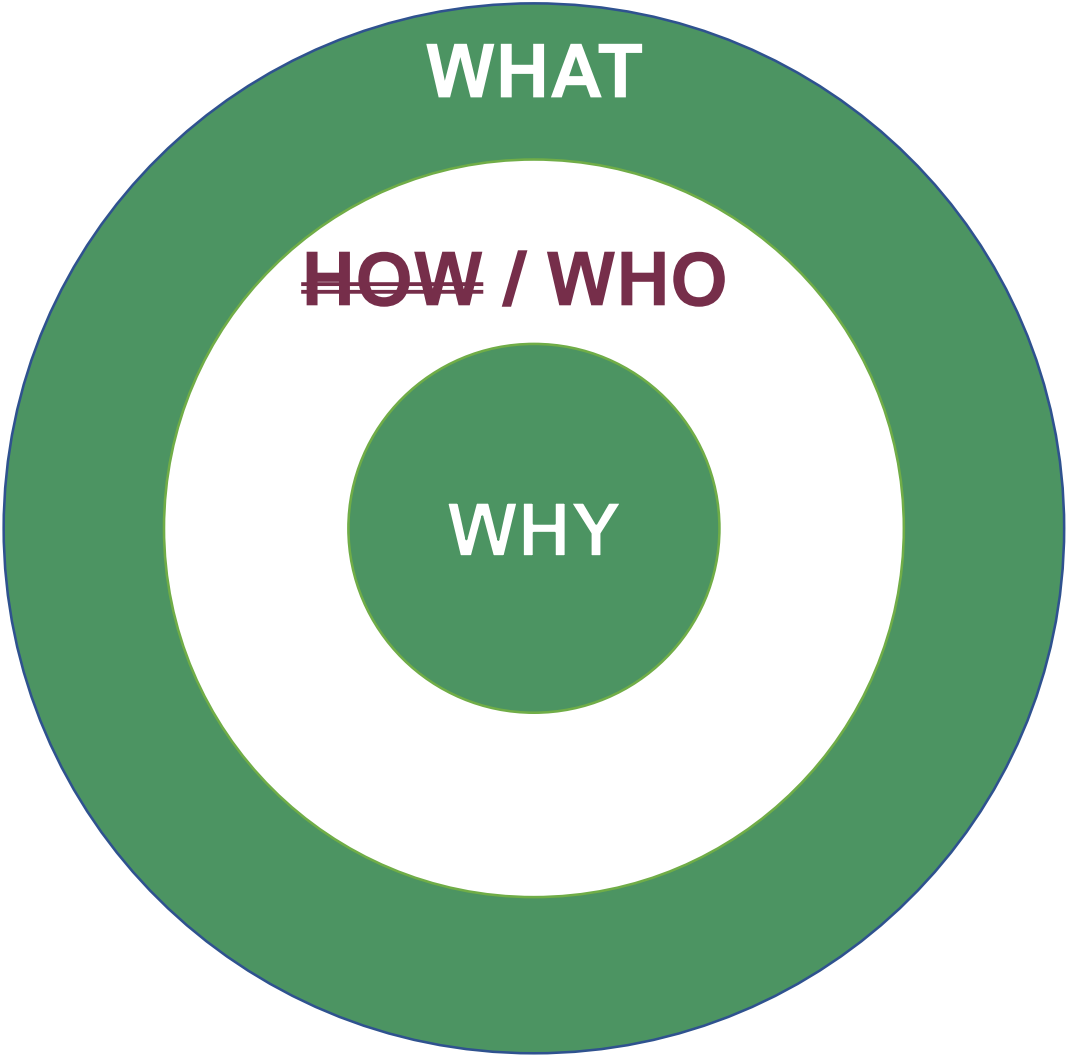




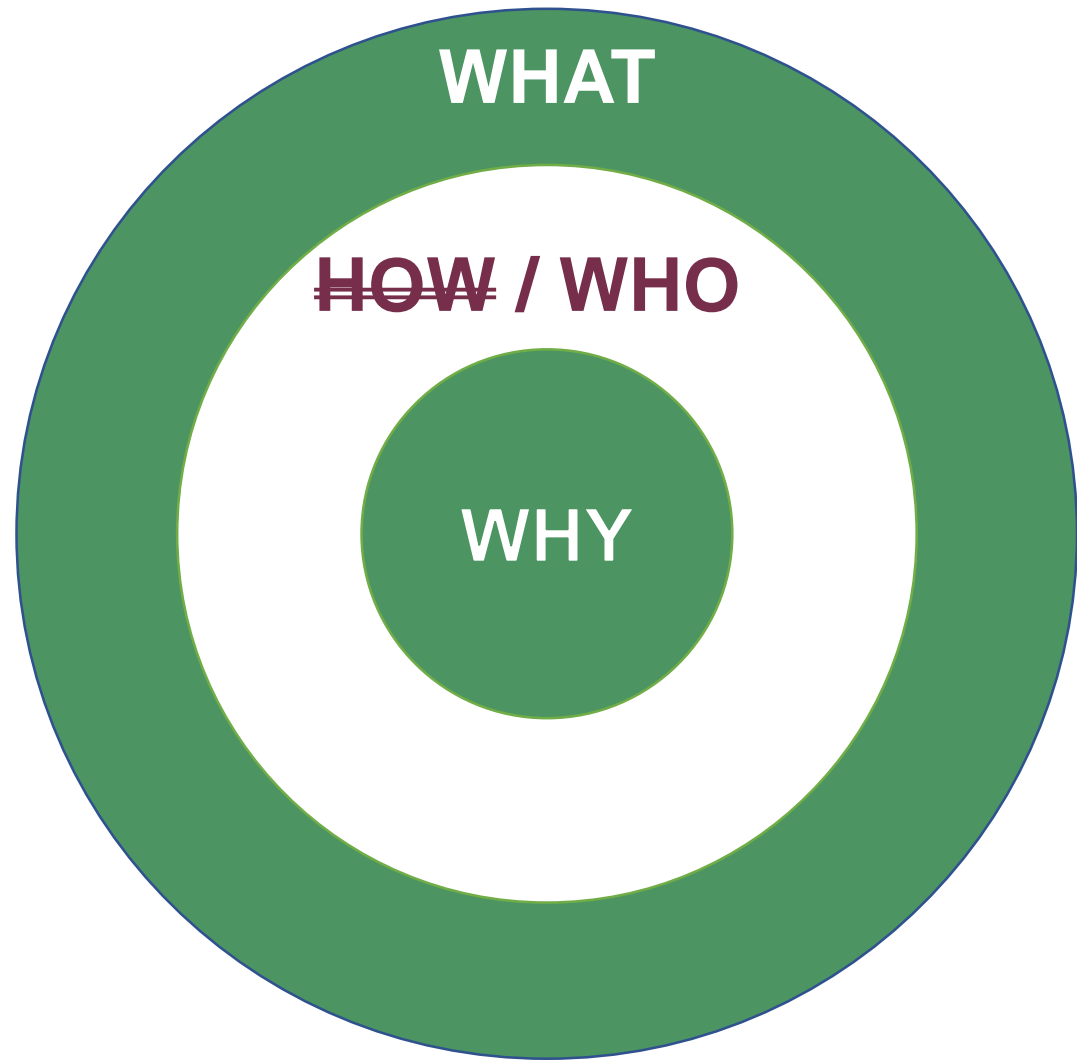
Followed by 'who'?

Who really matters...?
Prioritise

Then 'what'?



Then 'what'?



Stories beat messages
Emotion beats logic



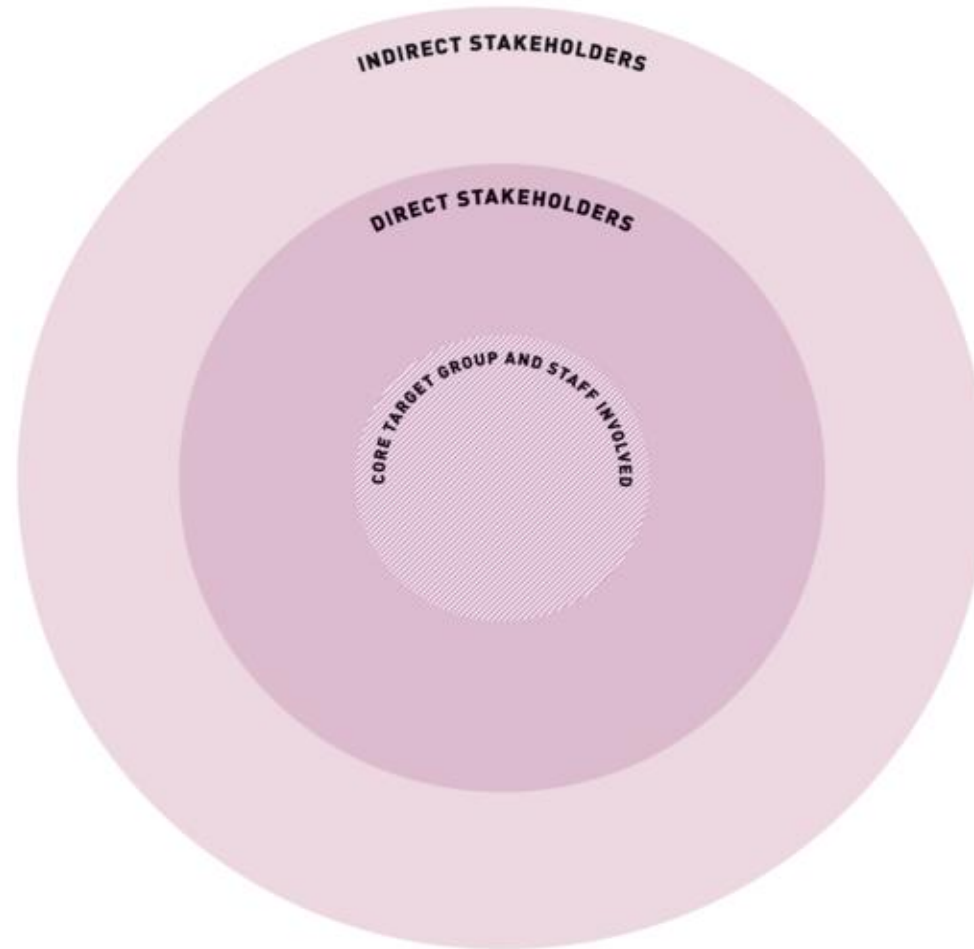
Why?

- Comes from the 'corporate' plan / strategy
- Get it into lay English...
- Communications Objectives MUST relate to 'Business' objectives
- Put a measure on 'why' ... so you can measure how you are doing

Who?

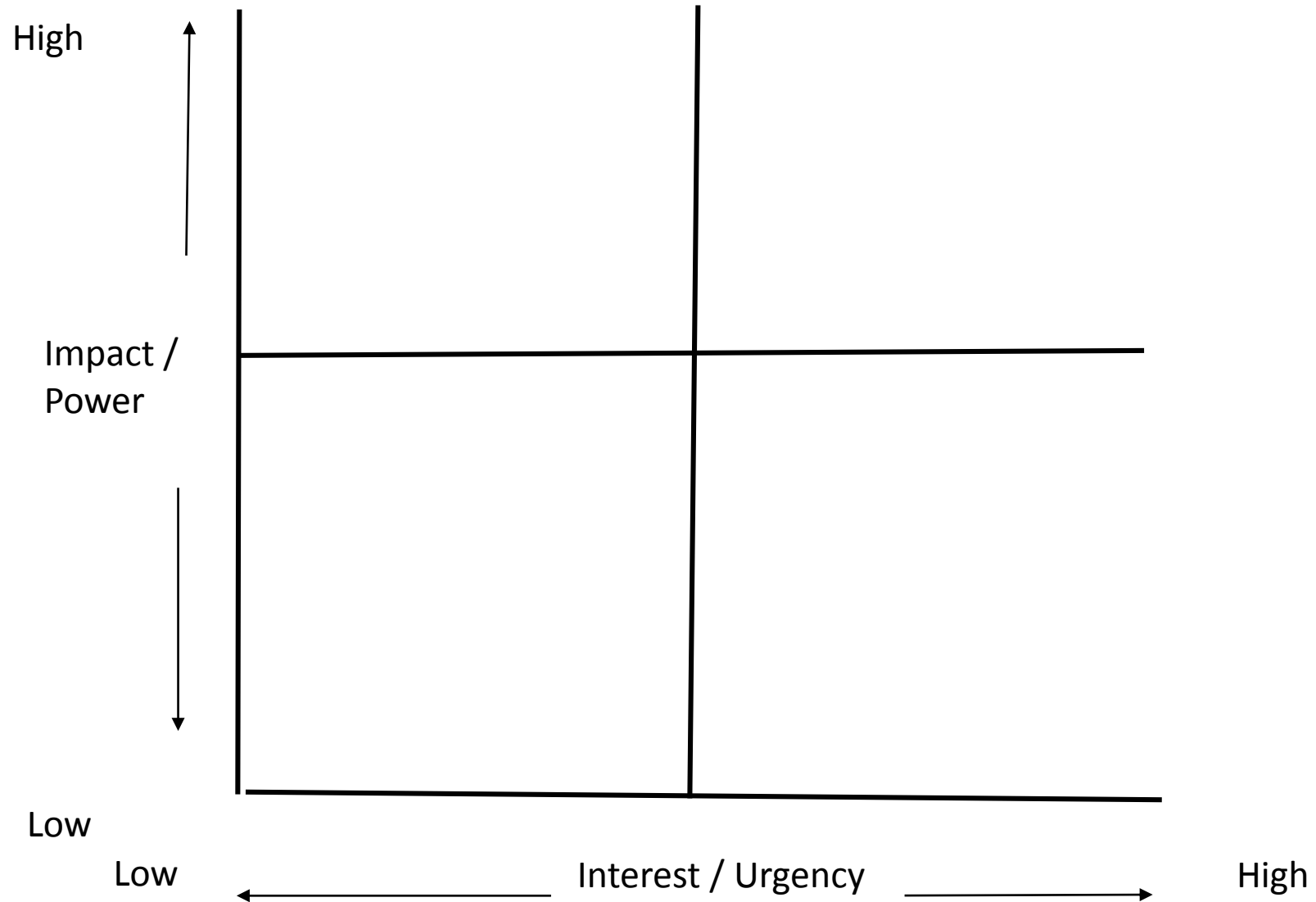
- Stakeholder centred – focus resources
- Not all stakeholders equal – who influences most
- Use / reuse existing work and ‘assets’ for stakeholder engagement
- Pick battles for a pragmatic basis of relevance
- Use all channels available – owned, shared, earned... even paid

Influence from the inside out



Yates (2006)

Stakeholder Impact – Interest matrix



What?

- Human interest – stories around people
- Anecdotes or scenarios, real life or ‘composite’
- Describe what you do by outcomes, not process
- Beginning, middle, end

What makes a story?

- **Theme**
 - What are we trying to illustrate – saving, a benefit, a recovery, education, a resource
- **Plot**
 - A situation that brings the theme to life – with a point of drama, or ‘conflict’.
- **A setting**
 - A specific confined space.
- **Characters**
 - who evolve / change over time.
 - A ‘protagonist’ and possibly an antagonist(s)’

It’s about making an emotional connection

So, for today...

Purpose – why?

Stakeholders – who?

The stories – what?