

MMPMAC
Presents An
Inclusive Community Building
approach to

Communications for Busy Executives

Outline of Training

- What is Communication?
- The Use of Stories
- Community Moments: Exercise
- Communication as Publicity—Background for exercise via laptop on developing a P.R. campaign on:
- Tourism is My Business



What is Communication?

Communication Defined

- A simplistic definition of communication is sharing information or providing entertainment by speaking, writing, or other methods.
- Personal communication occurs when we make our thoughts and wishes known to others.
- Life changing communication occurs when we share “a community moment”.

Creating Visual Aids that Work

- Visual aid software, such as PowerPoint, can boost retention and credibility; however, used unwisely, the same software can become a distraction to the audience and an embarrassment to the presenter.
- The wise use of PowerPoint keeps the audience focused on your message and raise your impact as a presenter.

Executive Summary

- When presenting a report of more than 10 pages, an executive summary is desired.
- Your executive will not be effective in presenting a 100 page report.
- It is easy to bore an audience with even crucial data in presenting a lengthy report?
- It's better for the presenter to create a succinct presentation from a detailed report

Communicating with Dress

- Business Casual dress codes maybe good on a limited basic, but stick to a more conservative dress code
- The fact of the matter is that clothes talk.
- An over dressed man and an undressed woman send the wrong message to your customers.
- The simple rule is to dress in moderation

The Use of Stories

- Effective communication reaches the target group with a message they understand
- Stories can help to set the listeners at ease and via the story, the message you want the listeners to receive can be shared.
- Keep it simple! A leader's stories can make the difference between success and failure
- Howard Gardner, Harvard Professor, expert on leadership, and author of *Leading Minds* explains how effective leaders tell stories to reach the hearts of their listeners.

Briefings

Communicating Via
the Cabinet Paper
Part # 1 Cont'd

Briefing is a Service

- Effective service delivery means constantly working to meet the needs of the customer.
- Training everyone involved to always provide superior service

Briefing is the service of Delivering Information

- In the past briefings in government were primarily written, although in the private sector oral briefings are the rule.
- This was because a written memorandum is an efficient way to develop the multi-dimensional consensus required among Ministers and their officials in a democratic government.

Information Revolution

- Information revolution has shortened the time available for decision making by speeding up the dissemination of news
- The results has been a trend away from carefully crafted memoranda based on exhaustive consultation toward shorter written briefings and oral presentation.
- While good literary skills were prized ten year ago, and an ability to quickly reduce a problem to its essentials is still mandatory, the need now is shifting to an ability to present the issue in a concise manner.

The Cabinet Paper

- The paper is divided into three parts
- The first part deals with how to improve the management of briefings in an organization.
- This part is addressed primarily to officer who is ultimately responsible
- In government this is usually the Deputy

Part One

- There are two sections to Part One of the paper
 - A knowledge of the preferences of Directors/Ministers and an understanding of their needs
 - An organization that delivers a high quality briefing and provides effective follow-up

Part Two

- The second part of the paper with the areas that require attention in the production and presentation of briefings
 - An appreciation of the context and therefore an understanding of why and how to brief
 - An understanding of the key characteristics of a good briefing
 - The characteristics of a good author

Part Three

- The third part of the paper provides checklist for authors when briefing someone for the first time, and of a written and oral briefings and Question Period briefings

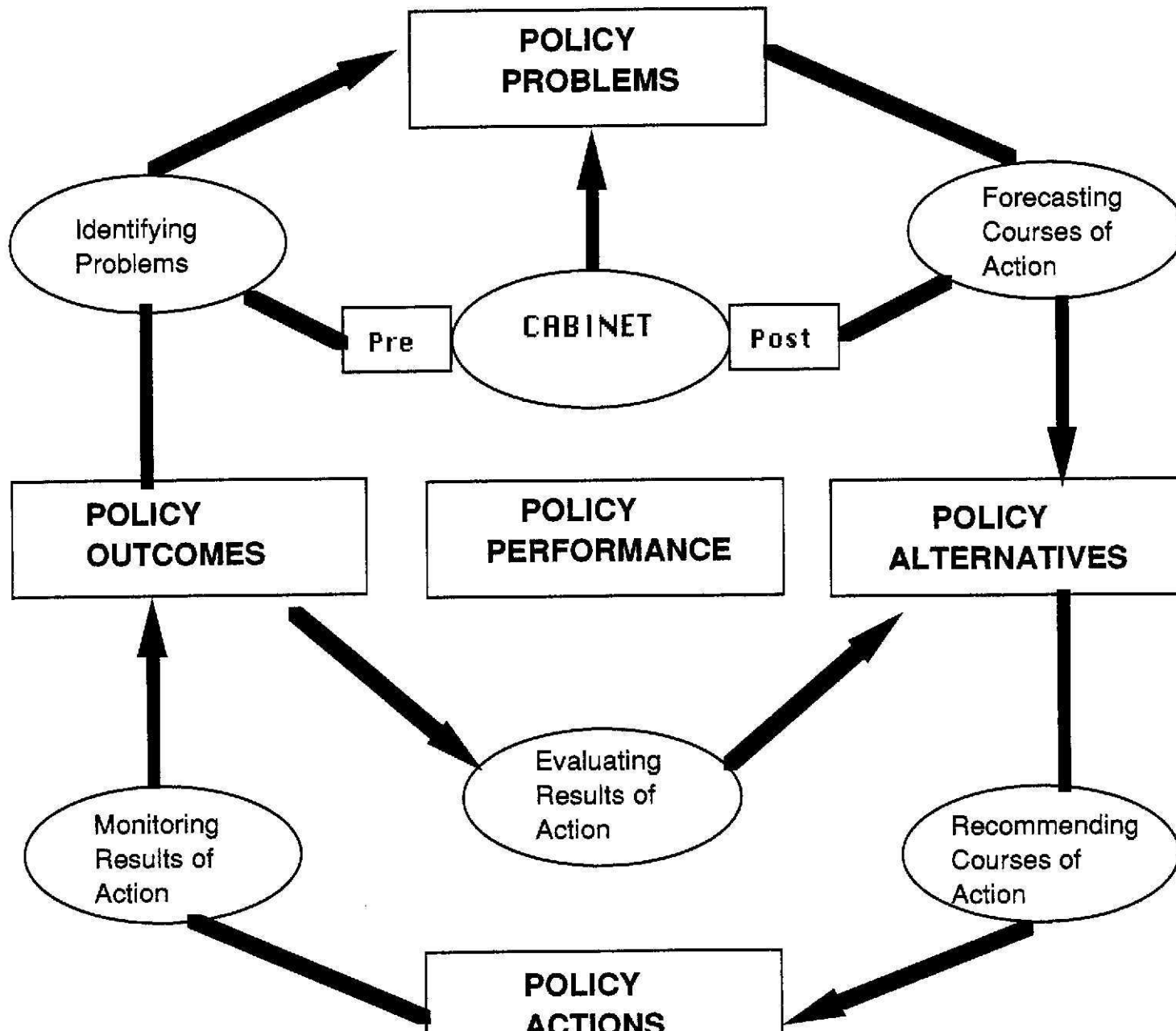
Exercise

- Outline the steps in a Briefing Paper
- The next two slides provide information regarding the Policy Process. You are to make use of them in the group activity you are asked to do.
- The first slide helps you to read the graphic depicted in the second one

Policy Process

- Traditional Policy Analysis in Government [Read clockwise].
 1. Start: the Cabinet's, Preliminary interest in a Policy proposal.
 2. Identifying the Public Problems as big Public concern, w/feasible Alternatives
 3. Forecasting likely outcomes of each Alternative- back to Cabinet
 4. Policy Alternatives are offered with justifications for a choice
 5. Recommended Course of Action is given.
 6. Authorization for Policy Actions may require legislation..
 7. Implementation proceeds with careful Monitoring.
 8. Policy Outcomes are then Evaluated. If not another approach.
 9. Upper half of diagram: information on what to do, Lower section with implementation
 10. Place the problem your have brought on this diagram?
 11. Consider value of collaboration.

THE PROCESS OF PUBLIC POLICY ANALYSIS



Community Moments

Communications for
Busy Executives
Part # 2

Community Moments

- An exercise aimed at enhancing story telling skills for effective communication.
- Community Moments are crisis points that occur in the lives of all individuals. At the point of a crisis, a person or group has an experience that transcends all restraints and penetrates all barriers to see into the very heart of that person or group.
- When the experience is shared with yet another person or persons, it becomes a teachable second.
- This training program is designed to facilitate bringing two or more parties together to develop a community via shared experiences.
- That developmental process flows across a continuum that begins with diversity and moves to unity and then ultimately to community.

WHAT TO EXPECT:

- o You will develop your interpersonal skills.
- o You will learn how to become a community builder.
- o You will learn how to work in a team building environment where ideas are cultivated and shared.
- o You will understand the value of respect and honor.
- o You will discover your inner self.

Exercise

- Picture yourself in a situation wherein you had an intense emotional experience on the job. Give a brief description of the experience focusing on your change in attitude. Then, record your Community Moment in more detail.
- Some helpful hints
- Have you ever felt rejected, but as it turned out, the one(s) you thought rejected you actually accepted you?
- Has your heart ever been deeply troubled about a matter until someone came along who was able to comfort you?
- Have you had an instance wherein you felt as though you truly belonged to a group or community?
- Tell a little about the circumstances surrounding the Community Moment.
- What impact did the Community Moment have on your life?
- What benefit do you see in a discussion about the Community Moment for those in your organization?

Communication as Publicity

Communications for Busy Executives

Part # 3

Communication as Publicity

- Publicity is another way of defining communication.
- Publicity is a work that is noticed by the public.
- Publicity is necessary to convey to the public the message you wish it to hear.

Definition

Any information, promotional material, etc. which brings a person, place, product, or cause to the notice of the public.

- Webster's New World Dictionary



What is the **PURPOSE** of
Publicity?

Purpose

To inform the audience; and to promote and encourage their participation in the enhancement of the community while increasing productivity and jobs for the community.

The Ellison Model

A Holistic Approach

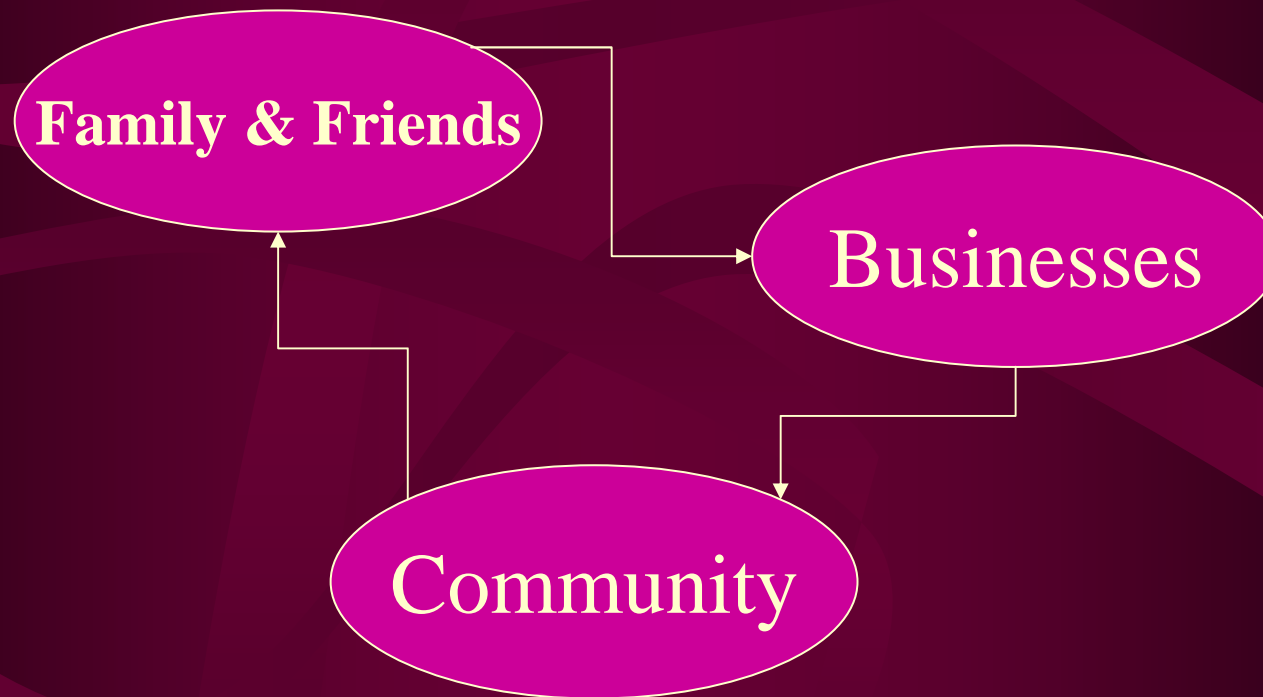
Building Sustainable
Relationships



The background of the slide is a dark purple color with several thick, wavy, horizontal lines in a lighter magenta shade. These lines create a sense of movement and depth, resembling a stylized landscape or a series of overlapping layers. The text is centered horizontally and vertically on the slide.

From Diversity to Unity to Community

Building Sustainable Relationships



The background of the image is a dark, rich purple color. It is decorated with several thick, wavy, horizontal lines in a slightly lighter shade of purple and magenta. These lines flow across the frame, creating a sense of movement and depth. The overall aesthetic is modern and elegant.

G O M A

- Goal
 - Objective
 - Method
 - Attitude

GOAL

To inform the community of a service that is beneficial to all.



OBJECTIVE

Shift focus from a competitive atmosphere for personal gain to an inclusive environment that promotes unity, community and oneness.

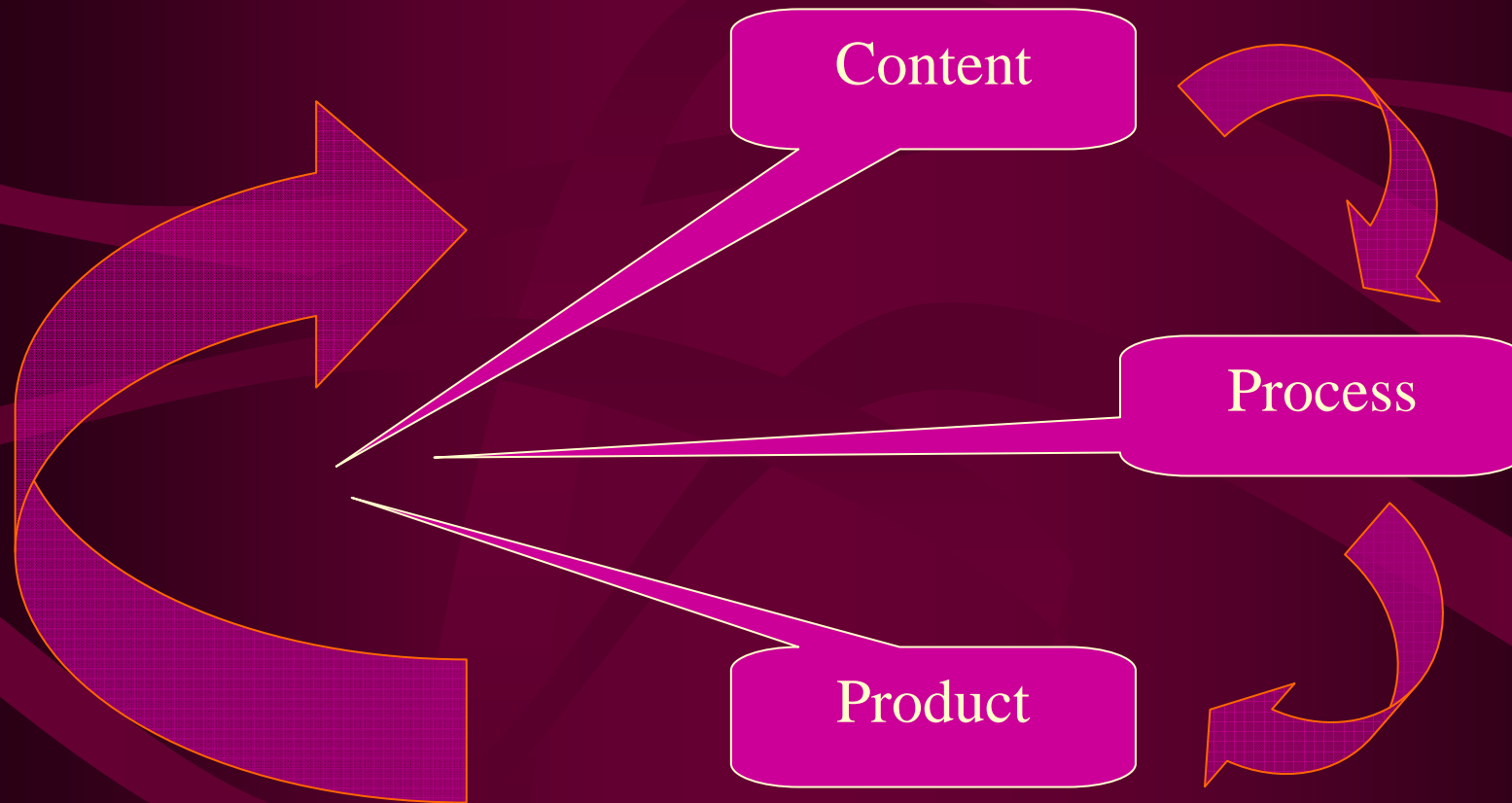
METHOD

How to respectfully execute the process of publicizing an event

ATTITUDE

To exhibit honor for family and friends,
businesses and the community at large.

Strategic Publicity Technique





CONTENT

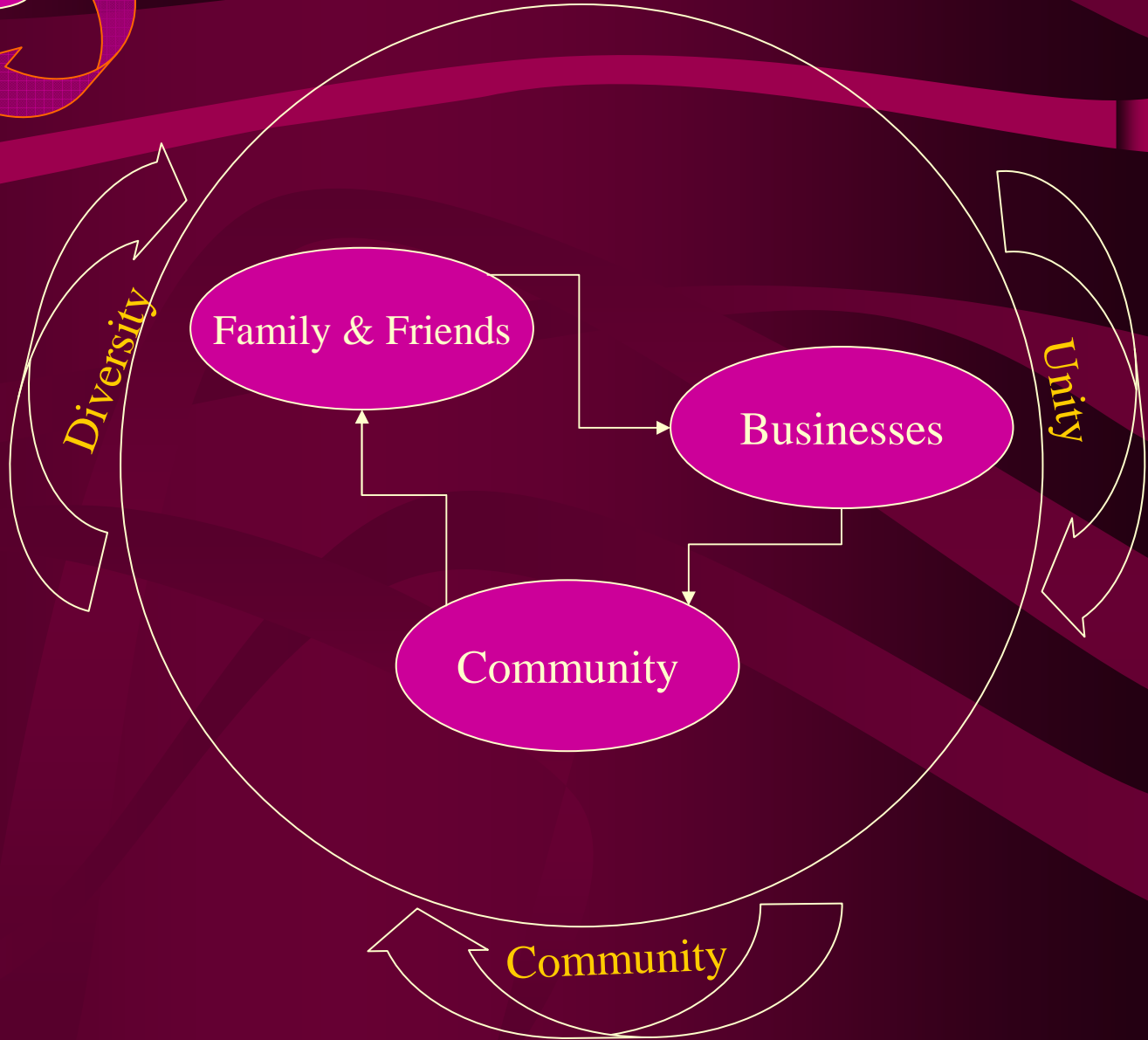
an EVENT:

Fundraiser

Black Tie Affair

Conference

PROCESS





PRODUCT

- **Inclusiveness**
 - Family & friends and businesses
- **Informed Community**
- **Guaranteed Buy-in**

Mediums

- Word of mouth
- Television
- Radio
- Newspaper
- Magazine
- Mail
- Flyers
- Telephone
- Internet

Post Productivity for Future Publicity

- Video Production
- Photography
- Publication (Newsletter)
- Date and Time in advance



ICB Strategic Management Planning Strategies

THANK YOU

An
Inclusive Community Building
approach to

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