Communication Planning

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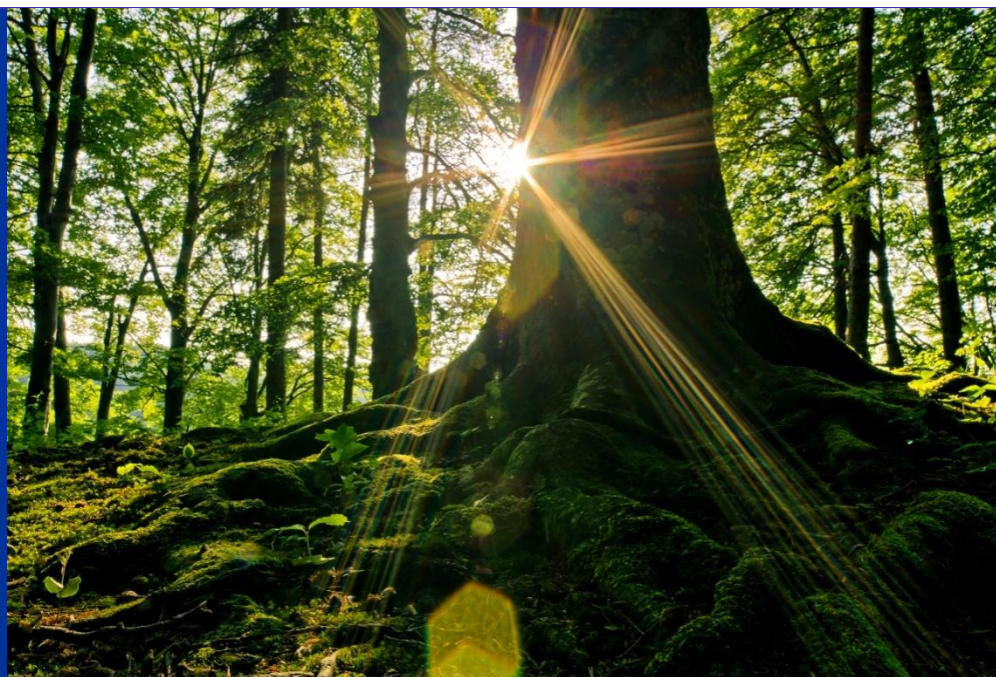
Topics

- The Community

- Communication Planning

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What about your community

- Social development

- Community development

- Economic prosperity

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"A society doesn't change
by adopting new tools,
but by adopting new behaviors"

….*World Future Society*

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Dimensions of capacity

- Leadership

- Participation

- Social support – collaboration

- Sense of community – readiness to improve

- Access to resources

- Skill development and empowerment

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Community relationship management

- Creating a framework

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Creating a communication framework

- Create personal and professional relationships

- Development of individual and group skills

- Create effective working partnerships

- Promote commitment to issues, the group, the process

- Core is your community's culture

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1. "Building relationships"

- Strong emphasis on "belonging"

- Importance of "commonality"

2. "Building skills"

- Learning "mastery"

- Unique individual contributions

- Enhanced interpersonal skills

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3. "Working together"

- Promotes "interdependence"

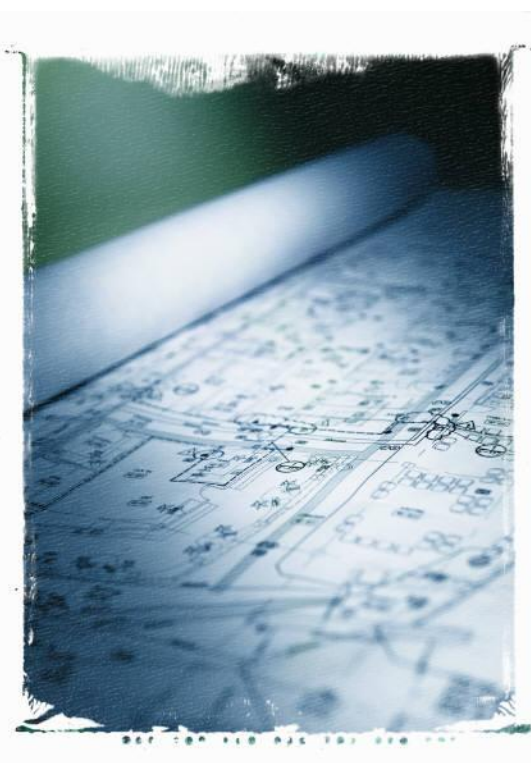- Full integration of individual, family, community

4. Promoting "commitment"

- Honors "generosity"

- Knowledge transfer and intergenerational sharing

Going beyond…

- Standard approach;
  - Action planning
  - Engaging leadership

- Need to Acknowledge;
  - Disparities, poor conditions, healing

- Future seeking;
  - Collective identity
  - Trust
  - Reflect the community's reality

Communication planning

- Strategic messages

- Tactical delivery

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Communication and communications

- **Communication** — The communicating of information. The exchange of information between individuals, for example, by means of speaking, writing, or using a common system of signs or behavior.

- **Communications** — The technology and systems used for sending and receiving messages, for example, postal, telephone, radio, TV and the Internet. The tactics used to execute a communication strategy, for example, advertising, PR, sales promotion, events....

- **Communication** is the strategy and creativity. It is the planning and managing that takes place first, and then **communications** are implemented through various media, whether the medium is print or Web or whatever to get those formulated messages across.

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Things change…

- The relationship of events to **time**

- Conditions

- External & internal

- The growth process

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What we know…

- Strategy

- Tactics

- Templates

- Leadership

- Influencers

Review of the learning process

Awareness

Understanding

Acceptance

Competency

Action

Information	Mental
Education	Emotional

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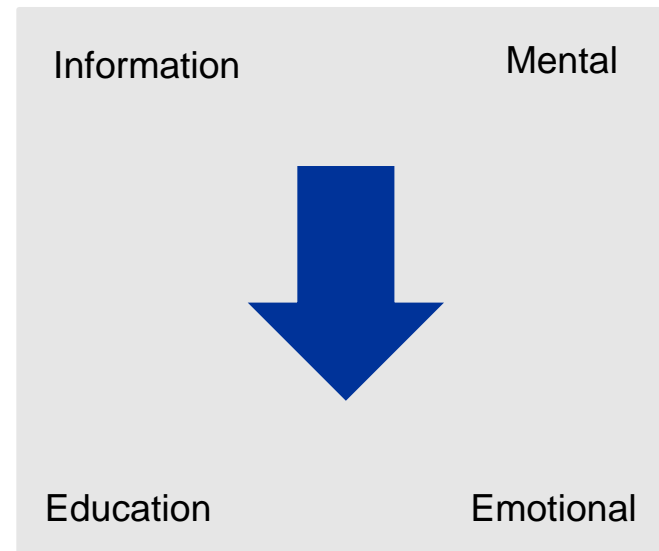
Factors to consider

- Age
- Gender
- Health
- Marital/family status
- Income
- Personal assets

- Literacy
- Current events
- Culture
- Residency
- Personal values
- Education

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"Future shock"

"The illiterate of the 21st century will not only be those who cannot read and write – but those who cannot learn, unlearn, and relearn"

Alvin Toffler

Culture

- comfort in routines

- fear of change

- "initiative" fatigue

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Gaining buy-in

Progress requires four pre-conditions:

- knowing what to do and why

- knowing how to do it

- wanting to do it

- having the resources

"The noblest joy is the joy of understanding"

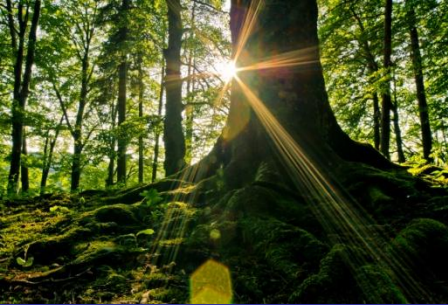*Leonardo da Vinci*

Resistance

Overt

- Memos, meetings, one-on-one, public behaviors

- More constructive than covert because it can be heard and be addressed

Covert

- Is hidden and can go unnoticed until it destroys a change initiative

- Clandestine unrest from indirect complaining to sabotage

- Usually the result of low trust and inadequate preparation

"Social advance depends as much upon the <u>process</u> through which it is secured as upon the result itself."

Jane Addams

Nobel Peace Prize laureate,
social worker, and suffragist (1860-1935)

Community sources of resistance

- ***Diverging Goals***
  - change is seen as a threat to established goals and means of achieving goals

- ***Economic Motives***
  - change seen as a threat to current resource allocation

- ***Political Motives***
  - change seen as a threat to established power relationships

Communication variables

- Knowledge and skills aren't enough!

- Human qualities and dispositions

- "Truth of a situation" not really known

- Judgements should not be seen as flowing easily from personal evidence

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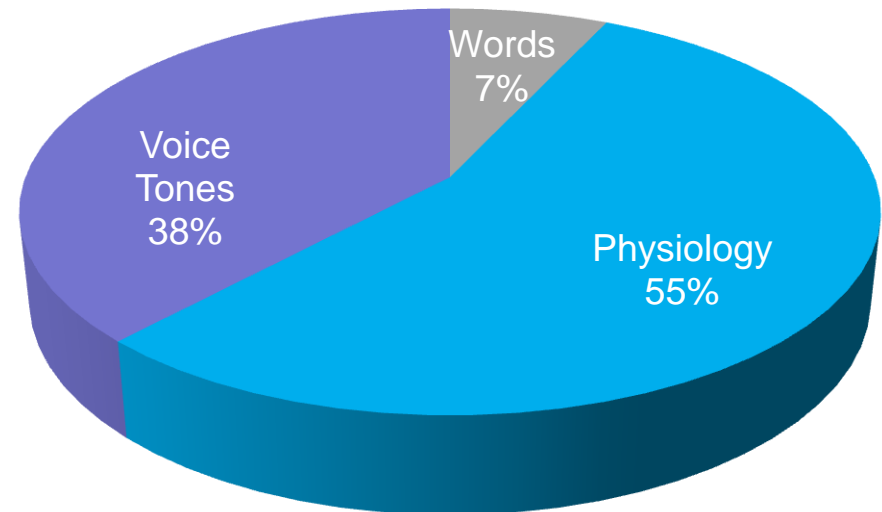ABORIGINAL SERVICES

Communication skills

Basic Technical Skills

- Listening

- Paraphrasing

- Challenging

- Summarizing, etc.

Advanced Relationship Skills

- Patterns

- Processes

- Procedures

The need to act quickly

- Urgency with partial information

- Stress and contradictory evidence

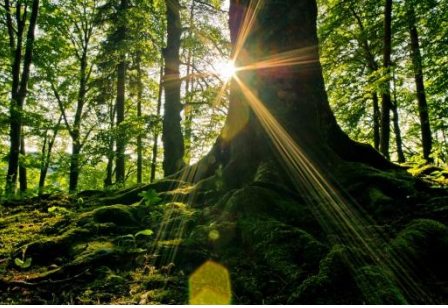- Life's challenge of acting without guidance of metaphysics or ethics

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- Not "after the fact"

- Developmental evaluation

- Provides balance between rigid decision-making and allows for emergence

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Curators of space

Lingering questions and ongoing challenges

- Emotional safety

- Social justice and diversity
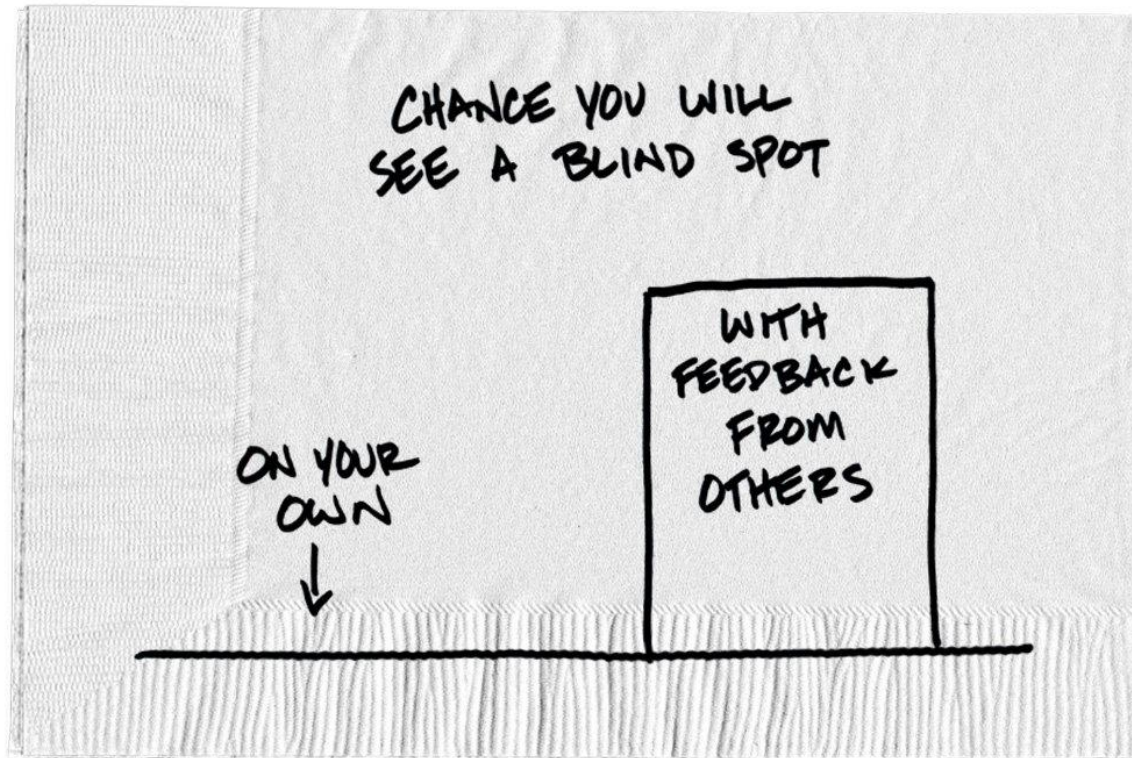
- Logistical issues

- Flexibility vs. structure

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"The greatest problem in communication is the illusion that it has been accomplished"

Daniel W. Davenport

Communication

Step 1

Sender   ➡️   Message   ➡️   Receiver

Step 2

Sender   ⬅️   Message   ⬅️   Receiver

Step 3

Sender   ➡️   Message   ➡️   Receiver

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Communication challenge

"There is a breath of content for everyone,
yet depth of content for only a few"

"For many people, real insights come
in the company of others"

Linda Booth Sweeney

The communication gap

Issue focus

Chief & Council

Trustees

Members

Time
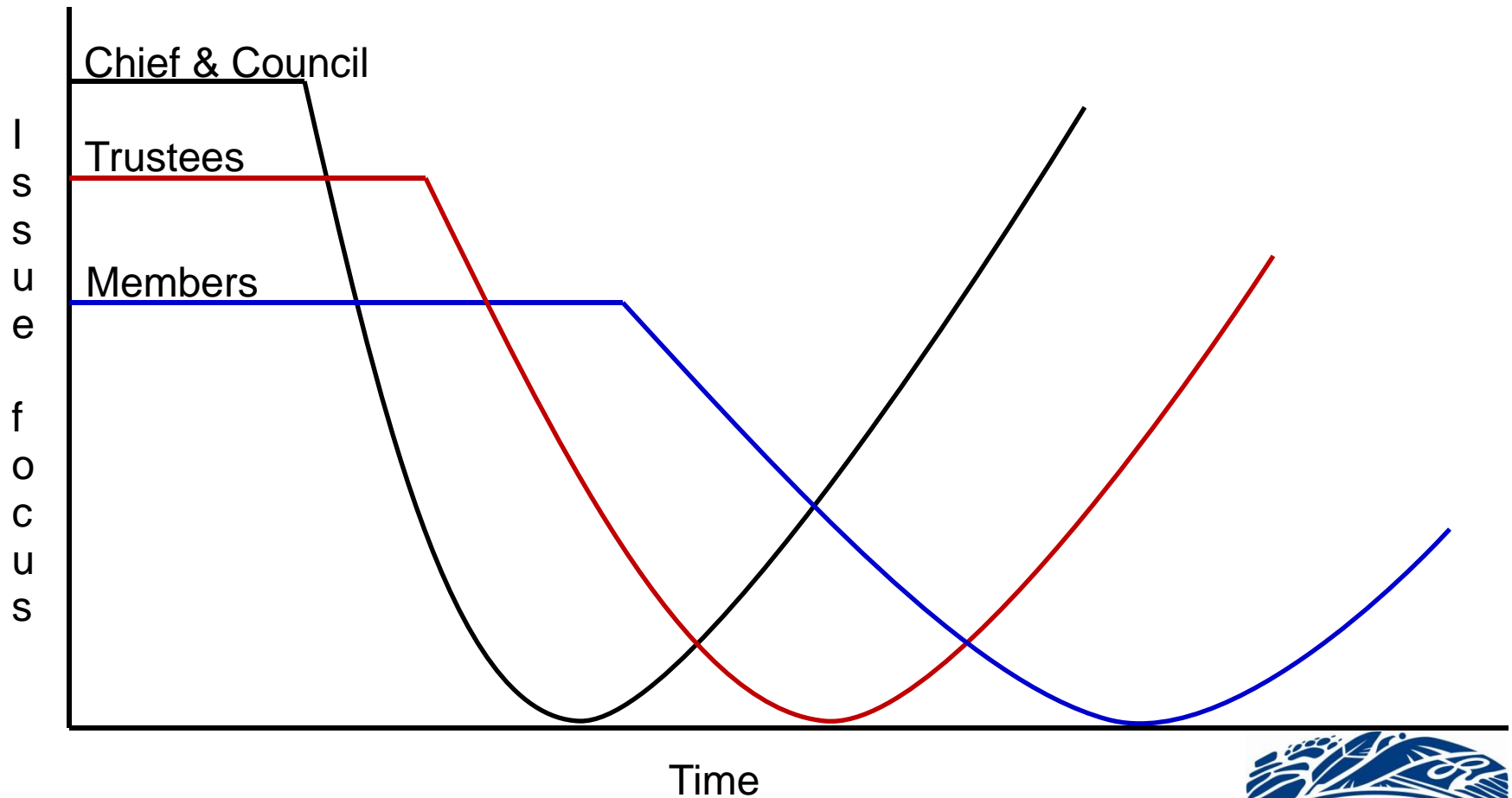
Communicating key messages

Answer the **5 W's**

- **WHO**: Who is affected? Who is championing? Who is Watching? Who cares?

- **WHAT**: What impact will it have on me? What will I have to do differently?

- **WHERE**: Where can I ask for help? Where can I get more information?

- **WHEN**: When will I hear more? When will these changes happen?

- **WHY**: Why is this necessary? Rewards & Consequences

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Who will be affected?

- Internally – the community members

- Externally – non-members

- How will they react?

- What are their expectations?

- How can they impact the success of the initiative?

- What approaches will be successful with each?

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Communication delivery

- What are the current methods?
  - Face-to-face
  - Print
  - Electronic

- What are the potential methods?
  - Committees
  - Special events
  - Surveys and focus groups

- What methods do the members prefer?
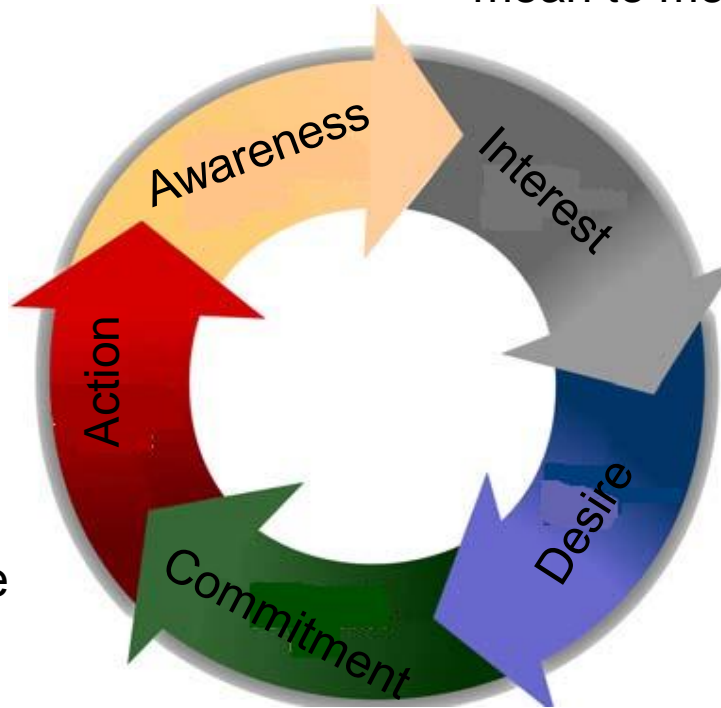 (do the research...get the support of the "go to" members)
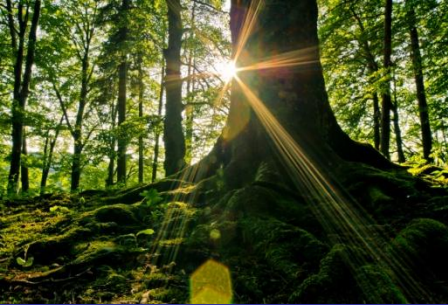
Awareness to action model

"Something important is happening"

"I wonder what these changes will mean to me?"

"This is a good change! I'm ready to take the next step!"

Awareness

Interest

Action

Desire

Commitment

"I understand the importance these changes and what they mean to me."

"This sounds important and interesting,. I'd like to find out more."

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Communication

- Doesn't focus on changing people → relief that the message isn't about what they've done wrong or have to stop doing.

- Invites people to engage in building the kind community that they want to live in.

- Helps everyone see the need for change, explore new possibilities, and contribute to solutions.

- Through alignment of formal and informal structures with purpose and principles, it translates shared vision into reality and belief into practice.

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The art of communication is the language of leadership

- James Humes

Contact information

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Thank you!