

Strategic Communications for Deeper Impact



Mark Dessauer August 29, 2016

Today's Agenda

- Introductions
- Strategic vs.
 Communications
- Your world
- Smart Chart introduction
- Skill building sessions

NEXT TIME YOURE AFRAID TO SHARE IDEAS REMEMBER SOMEONE ONCE SAID IN A MEETING LETS MAKE A FILM WITH A TORNADO FULL OF SHARKS



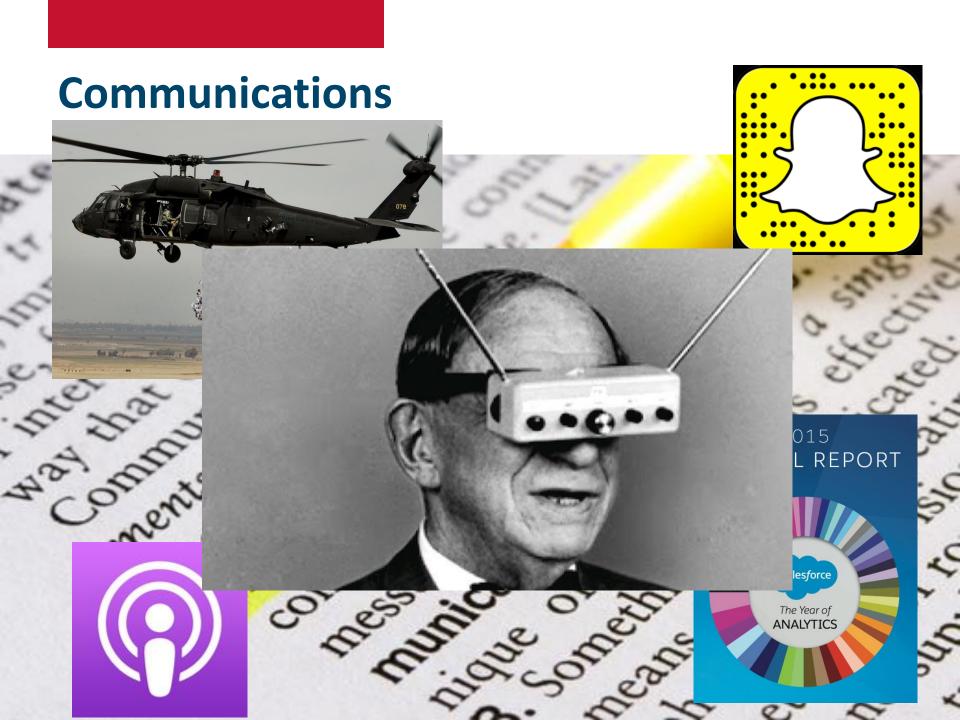


















Determine Key Audiences



Assessing your world



















Assessing your world

- 1. What issues or focus areas is your organization working on?
- 2. What is a measurable goal or objective that you want to achieve during the next 12-24 months that requires strategic communication?
- 3. Are there specific strengths to the way your organization currently conducts communication? (What approaches have worked well?)
- 4. What are your biggest communication challenges? (What approaches have not worked well?)

Guiding Questions

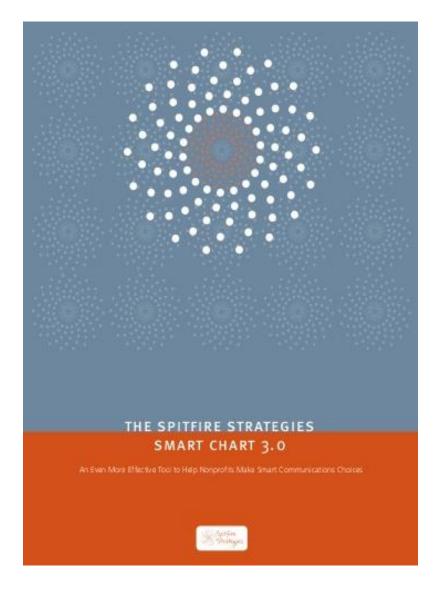
 What do you need your communications to do?

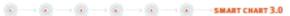
 What guides your communication efforts?

 How do you currently talk about your work?



Smart Chart



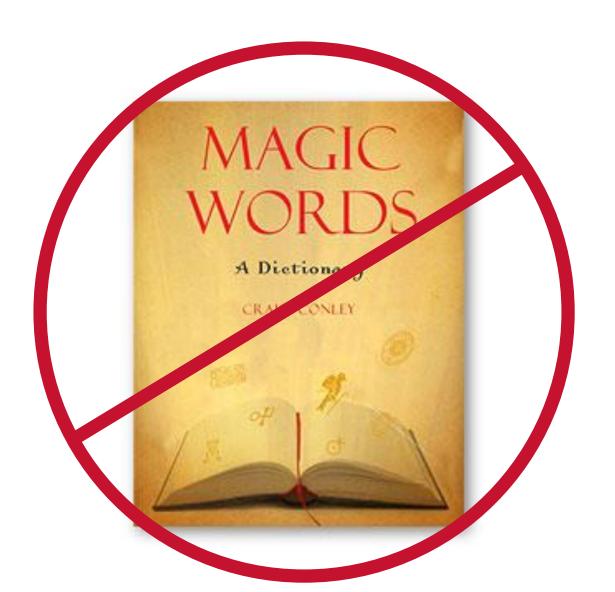


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Skill Building Sessions

- ☐ Improving personal presentation skills.
- Describing why our organization matters in a brief, powerful way.
- Building better PowerPoint presentations.
- Moving target audiences to action.
- Creating an effective media outreach.
- Crafting targeted messages
- Responding to opposition.
- Understanding how to better connect with policymakers.
- ☐ Telling stories about our work and issue.
- ☐ Evaluating our organization's programs.

No Magic Words





Atlanta Agenda – 1.5 days

- Smart Chart
 - Develop objective
 - Determine audience
 - Determine strategic choices
 - Determine activities and tactics
- Two skill sessions

For Atlanta

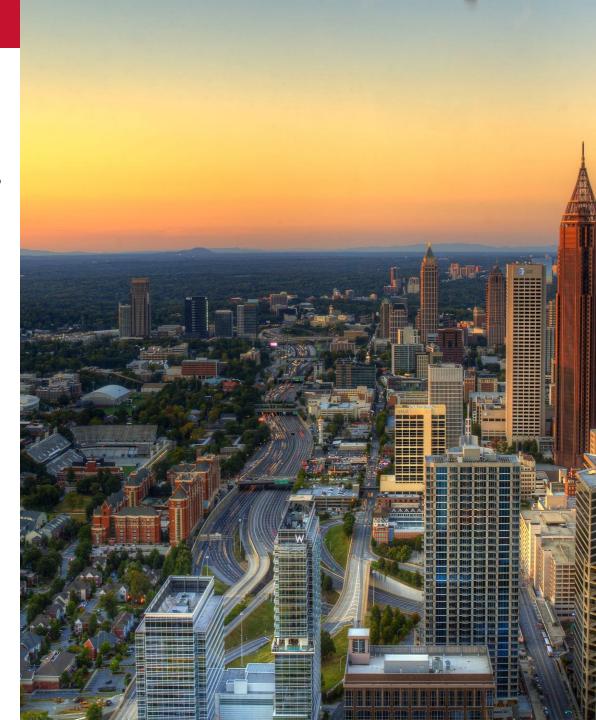
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Southface Energy Institute (241 Pine St NE, Atlanta, GA 30308)



Next Steps

- Nov. 10-11, Atl.
- Two people
- 1.5 days (Smart Chart & skill building)
- Spitfire coach with TA
- Bring a smart objective



Thank you!



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