MAKING YOUR MESSAGE MATTER

LORETTA DAVIS
DON'T ASSUME!
Why am I here?
Today we will share...

1. The importance of communication
2. Difference between good and bad communication
3. How to plan effective communication using MY STORY IMC
4. Simple tricks to improve your communication
87%
THE TWO WORDS INFORMATION AND COMMUNICATION ARE OFTEN USED INTERCHANGEABLY, BUT THEY SIGNIFY QUITE DIFFERENT THINGS.

INFORMATION IS GIVING OUT - COMMUNICATION IS GETTING THROUGH.

Sidney Harris
American journalist 1917
IT’S THE WAY YOU SAY IT.

Right message  Right people  Right time

DON’T ASSUME!
WHAT IS GOOD COMMUNICATION?
<table>
<thead>
<tr>
<th>Bad communication</th>
<th>Vs. good communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rambling, long, boring</td>
<td>✓ Accurate, succinct, engaging</td>
</tr>
<tr>
<td>Unstructured</td>
<td>✓ Clear, concise, structured</td>
</tr>
<tr>
<td>No point...or too many points</td>
<td>✓ Conveys a message</td>
</tr>
<tr>
<td>Difficult to understand</td>
<td>✓ Easily digestible</td>
</tr>
<tr>
<td>Dissatisfied disengaged audience</td>
<td>✓ Engaged audience</td>
</tr>
</tbody>
</table>
TELL ME AND I’LL FORGET.

SHOW ME AND I’LL REMEMBER.

INVOLVE ME AND I WILL UNDERSTAND.

Benjamin Franklin 1705
US Founding Father
Focus on the “end game”

✓ Organisation, project, product
✓ Start with the end in mind
✓ All communication must have a purpose
Seek a response

THINK. DO

FEEL BELIEVE
Stepping stones

- Start at the beginning
- One step at a time
- Don’t jump ahead
Where should I start?

Vision, mission, values

We are committed to interactively and synergistically facilitating access to effective and competitive resources in order to assertively and completely leverage existing advantage and interdependent opportunities.

What does it mean?!  Is it good communication?

http://dilbert.com
Logos and taglines/slogans

✔ If you don’t have them – get them!

✔ Short phrase or set of words
  ✔ Designed to elicit a response
  ✔ Based on your “end game”

✔ First stepping stone
  ✔ Use them everywhere
  ✔ Expound the words
  ✔ Discuss what they mean
Do I really need a tagline/slogan?

**THINK.**

- Woolworths
  - ‘The Fresh Food People’

**DO**

- Nike
  - Just Do It.

**FEEL**

- Oh what a feeling!
- Toyota

**BELIEVE**

- Red Bull
  - Gives you wings
Where do you work? Who are they? What do they do?

AeRO
Australian eResearch Organisations

ADVOCATE
COLLABORATE
COMMUNICATE

Westinghouse
made for modern families

power….when you need it…where you need it
HOW TO PLAN EFFECTIVE COMMUNICATIONS USING my STORY IMC
- Integrated Marketing and Communications
- Simple 5-step modular framework
- Developed by Loretta Davis in 2010
- Works standalone...or easily combined with existing comms activities

**my story IMC**

- Organisational objectives
- Communication activities
**What’s an objective?**

* [uh b-jek-tiv]
* Noun

something that one's efforts or actions are intended to attain or accomplish; purpose; goal; target:

**S M A R T**

Succinct  Measurable  Attainable  Realistic  Timely
Step 1
Identify your organisation’s objectives

**Attention + actions**

We’re a new gym + please join

**Belonging + blocks**

Come and join + not enough time
– we’re open 24 hours

**Continuation + rewards**

After 3 months + bonus month
– new shoes

**Solution + summary**

We’re here to help
+ we’ll support your health journey
Step 2
Identify and profile your target audiences

Audiences are not created equal

Influencers  Sponsors  Suppliers  Clients  Partners/funders
Step 3
Refine messages for your communication stage
Establish credibility
Stimulate interest in activities
Promote as a favourable solution
Match requirements to competitor offerings
Commitment to on-going involvement and participation

Identity: Establish professional organisation image
Awareness: Raise profile with target audiences
Integrity: Establish credibility
Interest: Stimulate interest in activities
Preference: Promote as a favourable solution
Selection: Match requirements to competitor offerings
Loyalty: Commitment to on-going involvement and participation

my story IMC
Step 4
Identify credible messengers

- Press release
- Project progress report
- Industry presentation
- Journal article
- Thesis
<table>
<thead>
<tr>
<th>M</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>Why this message?</td>
</tr>
<tr>
<td>S</td>
<td>Suitable style?</td>
</tr>
<tr>
<td>T</td>
<td>Targeted, tangible, timely?</td>
</tr>
<tr>
<td>O</td>
<td>Which orator? How often?</td>
</tr>
<tr>
<td>R</td>
<td>Review regularly – then update and improve.</td>
</tr>
<tr>
<td>Y</td>
<td>Why this message? Why this way? Why now?</td>
</tr>
</tbody>
</table>
Putting it all together

Create an organisational objective

Identify a communications activity

Align org objective and comms activity

Construct communication to elicit a response

Increase awareness of the organisation

Publish positive results & outcomes for projects to website in 7 days.

Integrated Marketing and Communications

THINK DO FEEL BELIEVE

S M A R T
Org objective:   Build awareness of the organisation.

Comms activity:   Publish positive results and outcomes for projects to website within 7 days.

Target audience – Funder
ABC message – Attention – Project won an award
– Action – Continue funding
Communication stage – Loyalty (on-going funding & participation)
Credible messenger – 300 word website article

THINK       DO       FEEL       BELIEVE
SIMPLE TRICKS
TO IMPROVE YOUR COMMUNICATION
Simple tricks to improve your communication

- Engage your audience.
- Write engaging copy.
- Avoid default templates.
- Stand out from the crowd.
- Make it easy to read.
- Fact check and proofread.
#1 - Engage your audience

- Sizzling start
- Marvellous middle
- Awesome end

- Grab attention
- Maintain interest
- Finish with a purpose
#2 - Write engaging copy – not fairytales

<ORGANISATION> delivers innovative services to benefit the sector.

<PROJECT> is helping other organisations to do good work.

<PRODUCT> is awesome and everyone should use it.
#3 - Avoid default templates

If it looks boring – it probably is
#4 - Stand out from the crowd
#5 – Make it easy to read

- People are time poor

- They quickly engage – or move on

- To increase engagement, successful communicators:
  - Highlight information
  - Use lists and tables
  - Include a summary.
If you don’t care - why should anyone else?

Nothing says “bad communication’ like poor grammar, bad spelling, bad punctuation and very long sentences that ramble without making a point.
My end game

Right message  Right people  Right time

THINK. DO. FEEL. BELIEVE

my story IMC
If you believe you can do something – you will!
WHAT’S YOUR NEXT STEP?

HOW WILL YOU MAKE YOUR MESSAGES MATTER?

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ICE Solutions
Inspire Connect Engage