Today’s Agenda

• Introductions
• Strategic vs. Communications
• Your world
• Smart Chart introduction
• Skill building sessions
NEXT TIME YOU'RE AFRAID TO SHARE IDEAS
REMEMBER SOMEONE ONCE SAID IN A MEETING
LET'S MAKE A FILM WITH A TORNADO FULL OF SHARKS
Introductions

• Name and organization
• Organizational win
Strategic Communications
Determine Key Audiences

- Educators
- Parents
- Caregivers
- Community Members
- Policy makers
- Community Services
- Child care providers
- Health Care providers
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?
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

https://www.surveymonkey.com/r/P5QFRTB

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!