


Making the most of your outreach

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Why communicate?

- To inform and educate your customer-owners.
- Foster good working relationships.
- Ensure distribution of accurate and timely information.
- Facilitate operational efficiency and effectiveness.
- Build trust through transparency.



The will to communicate

- Be willing to commit resources to your communications effort.
- Be willing to take an active role in communications.
- Be willing to communicate with your communications staff.
- Be willing to listen.



Elements of effective communications

- There is organizational commitment to communications.
- Operational activities and communications go hand in hand.
- There are processes and tools in place to facilitate communications.
- Consistency (not a one time thing).
- Flexibility – Ability to respond to emerging opportunities and challenges.
- There is an understood and adhered to approach to ensuring communications are professional, respectful, and reflective of the organization and its leadership.



Tips for sharing your message

- Know your audience.
- Develop key messages.
- Keep messages simple and clear.
- Avoid acronyms and industry speak.
- 7 times in 7 ways.



Develop a plan

- Set clear and realistic goals.
- Develop strategies and tactics from goals.
- Create timelines and set deadlines.
- Make sure the plan is understood and supported throughout the organization.
- Review the plan at least annually and make changes when needed.



The Jefferson Plan

- Evaluate the current plan.
- Determine if modifications are needed.
- Begin planning for 2018.



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