



The Voice Of Influence®

FROM EDWARDS COMMUNICATIONS

From Panic to Power

AUMA 2011

The Mantras

- How Does This Serve Me?

 - Meet them where they are – then take them to where you want them to go!
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Panic

Being unfamiliar with Communications Strategy

Having a Strategy that is cumbersome & complicated

Reacting instead of Responding

Not responding at all – the vacuum

Power

What do I want to achieve (Intention)?

Using the best person to tell the story

Is everyone on the same page?

Corporation & Politicians & Service Providers

Remind citizens that you have a plan and are prepared

Intention Model

Intention

Key Messages

What, Why, How

Push Back

‘So What’?

Outcome

Social Media and Journalism

- Media uses social media as ‘audience tool’
 - Public uses it to be part of the process
 - Public is now “first at the scene”
 - No journalistic rigor, no confirmation of details, no context for the story
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Be Prepared

- Information as channel of influence
 - What are the key messages (Model)?
 - Offense vs. Defence with messaging
 - So What?
 - Practice Out Loud!
 - Are we demonstrating leadership?
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Be Prepared

- Have someone dedicated to following social media: Facebook, Twitter feeds (24 hour news cycle)
 - Prep your people before the 'event' occurs
 - Who will publicly disagree? What will you say?
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Be Prepared

- Look for your Power Points
 - What has the Corporation done to prepare for this 'event'?
 - How has political leadership prepared 'us' to weather this storm?
 - Meet them where they are – what do they need to hear from you?
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Please Don't...

- Dumb it down or give long explanations
 - Use acronyms
 - Become defensive
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Please Do...

- Be Calm & Genuine
 - Use examples to explain process, technical information, complex issues
 - Offer solutions
 - There is Power in Reassurance
 - Remember why you care about your work and make sure your citizens know that through your words, manner & tone
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Please Do...

- Have regular update meetings with your team if crisis is lengthy
 - Have someone designated to track messaging and offer adjustments: is it working? Are they getting it?
 - Change messaging as crisis subsides – remind citizens of what has worked
 - Debrief with honesty and look for ways to incorporate solutions and process to 'do it **EVEN BETTER** next time'
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The Skill Set for Interviews

- Transparency
 - Don't repeat the question if it's negative
 - Acknowledge and Deflect
 - Don't make promises you can't keep
 - Tone & Body Language
 - Speak in phrases or short sentences
 - It's not about YOU! (Hayward)
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So What?

We never touch people so lightly
that we do not leave a trace.

Peggy Tabor Millin
