

Driving Change Through Communications

Presented by:
Ambassador Karen Hughes
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What is Effective Communication?



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Strategic Positioning

- Effective communication is strategic positioning – the fundamental things you want people to know.
 - The vision for a Purpose Built Community.
 - Your mission
 - Your passion
- Be intentional and consistent—everything you say and do should align with that strategy.

The Formula

$$\begin{aligned} & \text{Central Positioning} \\ & + \\ & \text{Current Context/Perception} \\ & = \end{aligned}$$

Effective Messaging



The Central Role of Communications

“If you want me to be there on the crash-landings, I better be there on the takeoff.” ... Journalist Edward R. Murrow to President John F. Kennedy in 1961



Breaking Through the Clutter



The Five Cs

- **Clarity:** your message has to be clear.
- **Conviction:** mean what you say.
- **Compassion:** make your message relevant to people's lives.
- **Consistency:** repeat your message regularly.
your message regularly.
- **Credibility:** people have to believe you.



Clarity—Your Message Has to be Clear

- Your message has to incorporate your core values.
- Ask: “What’s the headline?”
- Once you decide that central focus, look at everything in that prism, not just every news release – every decision, every announcement, every event – does this fit and add value to our central message?



Conviction—Mean What You Say

- If message clarity is say what you mean, conviction is mean what you say.
- Mr. Gorbachev *Tear Down This Wall!*
- President Bush spoke with great conviction in the days after September 11th.



Conviction—Mean What You Say



Compassion

- Make your message relevant to people's lives.
- What does this mean to people in the communities in which you hope to impact?
- What are the “kitchen table” or “sideline” issues your stakeholders are worrying about?



Credibility- People Have to Believe You

- People have to believe you—not just listen to you.
- Everything you DO and everything you SAY communicates.
 - Example: Detroit auto executives taking private plane to Washington to ask for bailout.



Credibility- People Have to Believe You



Example

Choosing its Own Path, Ford Stayed Independent
New York Times, April 8, 2009

Ford Motor Takes a Right Turn
Wall Street Journal, March 6, 2009

“The results reflect in part Ford’s strategy: to steal customers from its weakened crosstown rivals and separate Ford from GM and Chrysler in the minds of the public, investors, and lawmakers.”
Wall Street Journal, April 25, 2009

“Ford’s stock has roughly tripled in value in the last two months as investors appear taken with the notion that Ford is distancing itself ... “
New York Times, April 25, 2009

The Ford logo, featuring the word "Ford" in a white, stylized script font inside a blue oval with a white border.

Consistency- Repeat Your Message Regularly

- Start with your core values.
- I could speak for President Bush because I knew his core values:
 - Limited Government, Local Control, Strong Families, Individual Responsibility
- What are the core values of Purpose Built Communities?
 - To create healthy neighborhoods where children and families can reach their full potential.
 - To bring together the vital components necessary for holistic neighborhood revitalization.
- Consistency requires repetition.



Consistency: “A Bridge to the 21st Century”



Purpose-Driven Messages



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The Power of Words



Change Your Words, Change your World

Rational



Emotional



Purpose-Driven Messages

- American Cancer Society:
 - “The Official Sponsor of Birthdays”
- Maryland SPCA:
 - “Feel the Warmth of a Cold Nose”
- Kaboom!
 - “Bringing Play to Those Who Need it Most”

Wrapping It All Up

- Clarity is critical. What are your core values?
- Repeat, repeat, repeat.
- Words and actions speak.
- Speak the language of the heart and mind.
- Change your words, change your world.

Does the Statue of Liberty Still Face Out?



Thank You



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