

# Driving Change Through Communications

*Presented by:*  
*Ambassador Karen Hughes*  
*September 30, 2014*



Burson•Marsteller

# What is Effective Communication?



Burson•Marsteller

# 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**

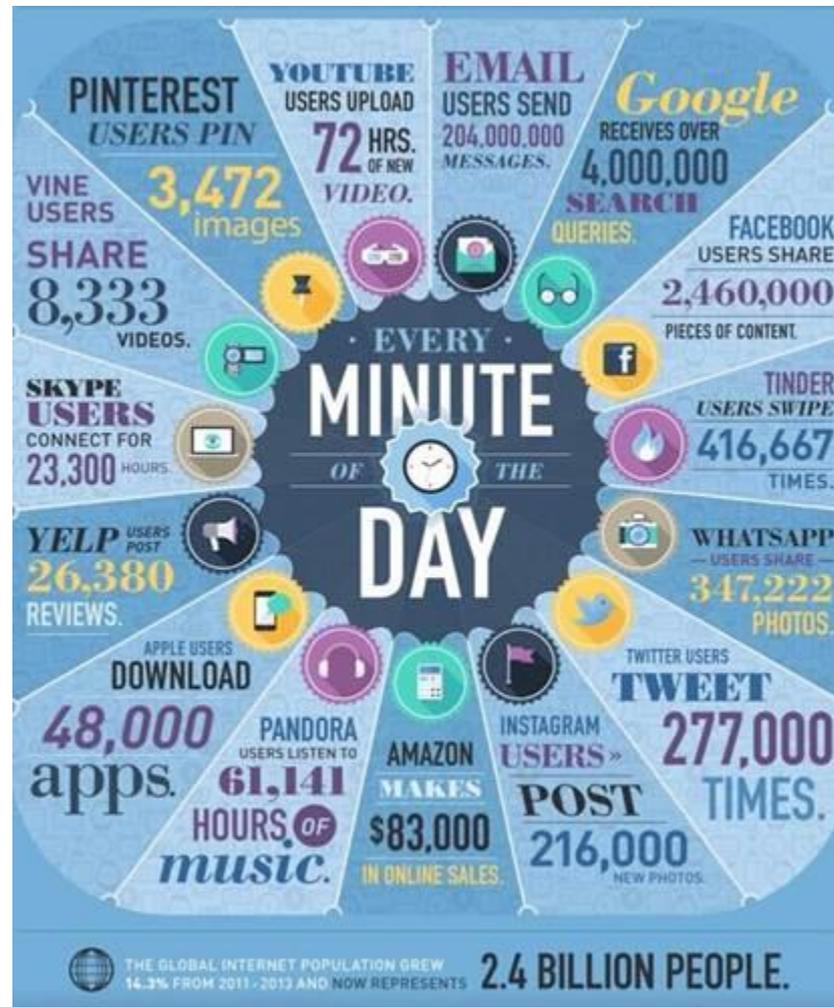


# The Central Role of Communications

***“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 11<sup>th</sup>.



# 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 21<sup>st</sup> Century”



# Purpose-Driven Messages



Burson•Marsteller

# 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**



**Burson•Marsteller**