

Principles of Effective Communication

“Tool kit” for Secretaries

Soft Skills Training

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Part 2: Learning forum for Secretaries of Economic and Social Councils
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What's in it for you today?

We will experiment more tools of Effective Communication by:

- *Becoming acquainted with the SWOT Analysis when elaborating Effective Communication Strategies*
- *Using SWOT to analyse an External Communication Challenge*
- *Studying an example of a successful External Communication Campaign*
- *Learning about ways to increase Communication and visibility through:*
 - *Social media, E-Newsletter, Q&A section, 3-Minute Pitch and other tools*
 - *Creating your own Campaign to increase awareness of the ESC*

Strategies for External Communication

The SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

- **Strategic planning tool** for identifying key factors influencing projects, programmes and council work
- In external communication we use it to identify:
 - Internal factors of strengths and weaknesses
 - External factors of opportunities and threats



Strategies for External Communication

The SWOT Analysis

- Our **Goal**: Increase public awareness on the work of the Economic and Social Council
- **Internal factors** that generate strengths and weaknesses include human resources, finances, organizational structure and institutional culture
- **External factors** that affect opportunities and threats may be economic, political, sociological or technological



Strategies for External Communication

The SWOT Analysis – Exemplary questions

Strengths

- What advantages does your organization have?
- What do you do better than anyone else?
- What do your partners see as your strengths?
- What factors mean that you reach your goal?

Weaknesses

- What could you improve?
- What should you avoid?
- What are people in your field likely to see as weaknesses?
- What factors increase the inefficiency of your work?

Strategies for External Communication

The SWOT Analysis – Exemplary questions

Opportunities

- What good opportunities can you spot?
- What interesting trends are you aware of?
- Changes in social patterns, population profiles, lifestyle changes
- Changes in technology
- Changes in government policy related to your field
- Local events

Threats

- What obstacles do you face?
- What are other actors doing?
- Are quality standards or specifications for your job or services changing?
- Is changing technology threatening your position?
- Could any of your weaknesses seriously threaten your organisation?

Exercise 1

Exercise 1: Experimenting with the SWOT Analysis

Step 1

- In groups of 2, think of an External Communication Challenge
- Use the SWOT method to analyse your challenge

Step 2

- Share your analysis with the rest of the group
- Collect feedback on how to improve your analysis

Increasing Communication and Visibility

Please think about the following and perhaps you have an idea with 2 examples

Show two good practice examples with achievements on reach out and effective ways for increased visibility.

Increasing Communication and Visibility using Social Media

Which social networks do you use / would like to use?

- Facebook
- LinkedIn
- Instagram
- Pinterest
- Twitter
- Other or not sure

How are you currently managing your social media presence?

- In-house
- Agency
- Not currently using
- Not sure

What is your primary goal for using social media?

- Increase traffic
- Capture leads
- Inform the public
- Communicate with partners
- Other or not sure

Increasing Communication and Visibility using E-Newsletter

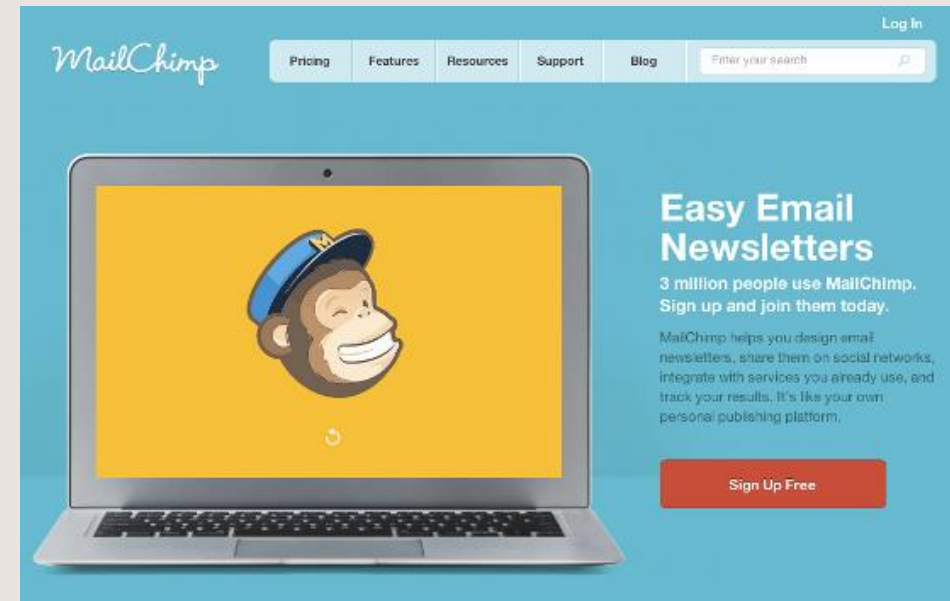
2010 research by Exact Target:

- 62% of internet users start their online day with email
- With the rise of smartphones, email has become an intimate part of our lives

2017 research:

- 93% of consumers subscribe to at least one brand's email
- 49% of consumers made a purchase as a direct result of an email marketing message

Example of MailChimp



Increasing Communication and Visibility using a Q&A section on your website

What examples of typical Q&A can you think of?

- What are the missions of the Economic & Social Committee?
- When and in which context was the ESC created?
- What are the main projects of the ESC?
- Who are the partner organisations of the ESC?
- How is the ESC funded?
- How can I contact the ESC?
- How can I support the work of the ESC?
- Vacancies at the ESC?

Increasing Communication and Visibility using a mix of tools targeting different audiences

Public Events

- Policy dialogues
- Seminars
- Training & workshops
- Tripartite seminars
- Study visits
- Goal: present main channel to disseminate work, objectives and activities of ESC

Knowledge dissemination via info material

- Briefs
- Factsheets
- Leaflets
- Brochures
- This info material will target primarily the ultimate beneficiaries of the public at large

Media Coverage

- Press releases
- Getting in touch with big media outlets
- Leverage on relevant social networks

Increasing Communication and Visibility

The Communication Expert's Favourite – The Pitch

Research shows that when persuading people to change their opinion about an issue, the most influential are:

- A credible source
- Convincing data
- A story with a personal experience

When meeting face-to-face with official with very limited time, there is a simple model that will help you to focus: **The 3-minute Pitch**

Increasing Communication and Visibility

The Communication Expert's Favourite – The Pitch

Statement:

- Central idea of your message
- Few strong sentences
- Present the essence of message

Evidence:

- Support the sentence or central idea with facts
- Use data your audience will relate to
- Warning: get out of your expert bubble
- Don't use jargon

Example:

- Add human face to the story
- Use examples based on own experience
- Personalize facts and figures
- Find right balance btw political, technical and emotional

Invitation for action:

- Weakest part of message is often objective or expectations towards the decision-maker
- Propose concrete actions to undertake immediately

Exercise 2

Exercise 2: Increasing Awareness of the ESC

Step 1: Create a Campaign to raise Awareness of the ESC (45 min)

- Based on strategies & tools you learned yesterday and today
- 3 different target groups: Public, Prime Minister, European Commission

Step 2: Present your Campaign

- Use the 3-Minute Pitch Method
- Create PPT and Handouts as presentation tools
- Each group presents their campaign

Communication and visibility

Exercise

Please look at questions attached to email

Summarize answers of question on *„How would you describe your role in preparing and setting up the agenda for meetings in the ESC ? What have you done so far to get participants agree on the order and content of the agenda? “*

Include Exercise: what are pre-conditions to have an agenda smoothly adopted?

Communication and Visibility

Good team work vs. **Bad team work**





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