


Dealing with the Unexpected

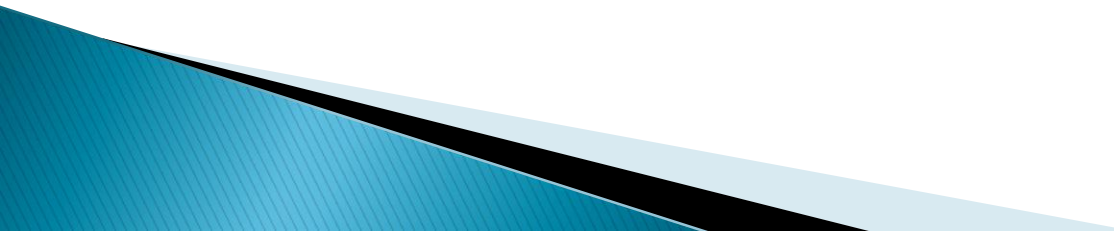
Communicating (whether you like it or not)



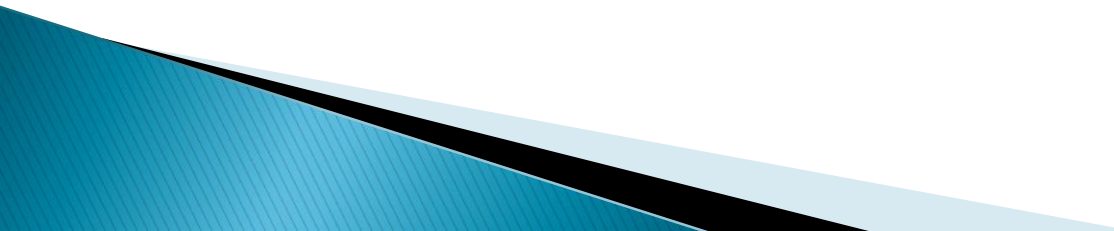
Communications needs to be built into your planning

- ▶ Communications shouldn't be an afterthought
 - ▶ You will communicate 'something', whether you say something or not
 - ▶ Launching a strategy or developing tactics requires communication (both internally and externally)
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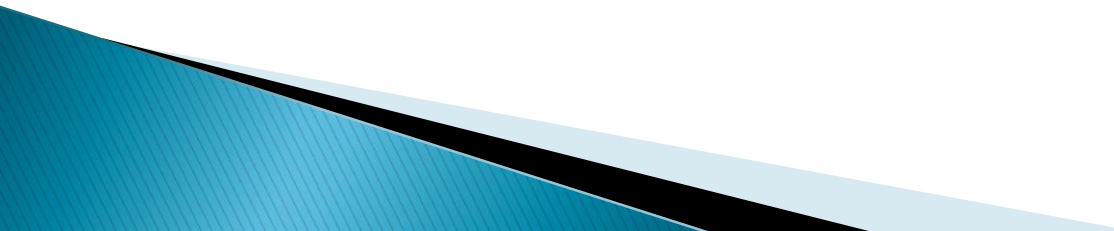
Good Communications requires endless and consistent repetition

- ▶ Know your key messages, and repeat ad nauseum e.g. McDonalds, Dodge, Coca-Cola
 - ▶ Don't worry about boring your audience
 - ▶ Hammer it home
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Develop the winning conditions for good communications

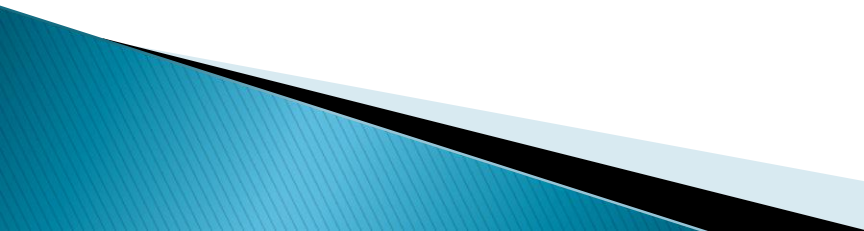
- ▶ Developing the expertise before you need to practice it
 - ▶ Building good relationships before you need to call on them
 - ▶ Know and understand where other stakeholders are coming from
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Developing the message, delivering the goods

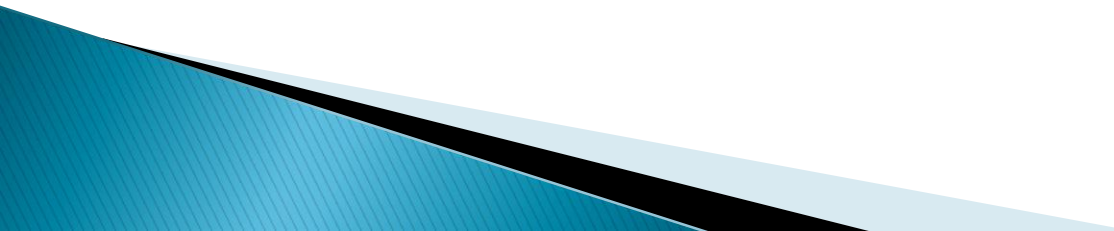
- ▶ Who will put this communication strategy together
 - ▶ Who will implement it?
 - ▶ Who will deliver the message?
 - ▶ Ideally, the message, the messaging, and the messenger will reinforce one another
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A Crisis is Looming

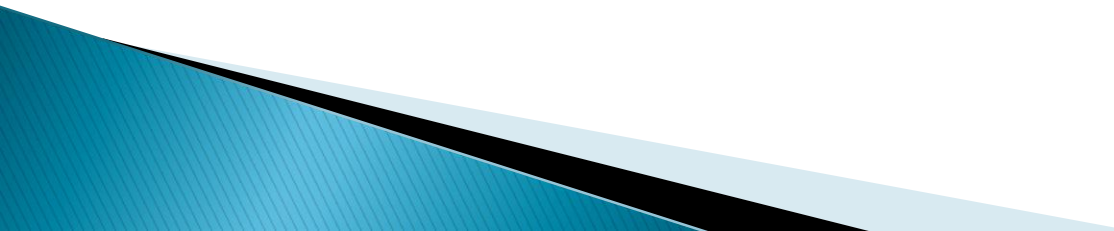
(“in this life you will have troubles”)

- ▶ First, ask yourself if this is really a crisis
 - ▶ Are you the aggrieved, or the aggriever?
(Do you want to escalate this, or make it go away?)
 - ▶ Could/should you have planned for this?
 - ▶ All the basics still apply
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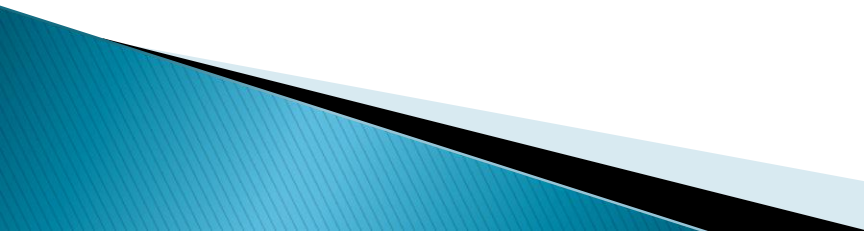
Get Professional Help when necessary

- ▶ A crisis-management “plan” means knowing what to do (and who to call) when you hit that Red Button
 - ▶ Some firms just know how to do it
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Social Media

- ▶ It's not in your rearview mirror
 - ▶ They teach this stuff
 - ▶ Practice it in a sleepy period, before you really need to use it
 - ▶ It's both easier and more difficult than traditional communications
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Thank people who have helped you along the way

- ▶ We learned this in kindergarten
 - ▶ It's part of building and reinforcing good relationships
 - ▶ You can do it in private, or you can do it in public. You should often do both. You should do both, often.
 - ▶ In a crisis, people you thanked on the way up will often help you when you're on the way down
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