



AUSAE CONFERENCE & EXHIBITION

CANBERRA MAY 24-25 2016

THE LEADERSHIP COMMUNICATION FRAMEWORK

WE'VE COMMUNICATED CHANGE,
IT'S TIME TO CHANGE COMMUNICATION

#ACEACT16



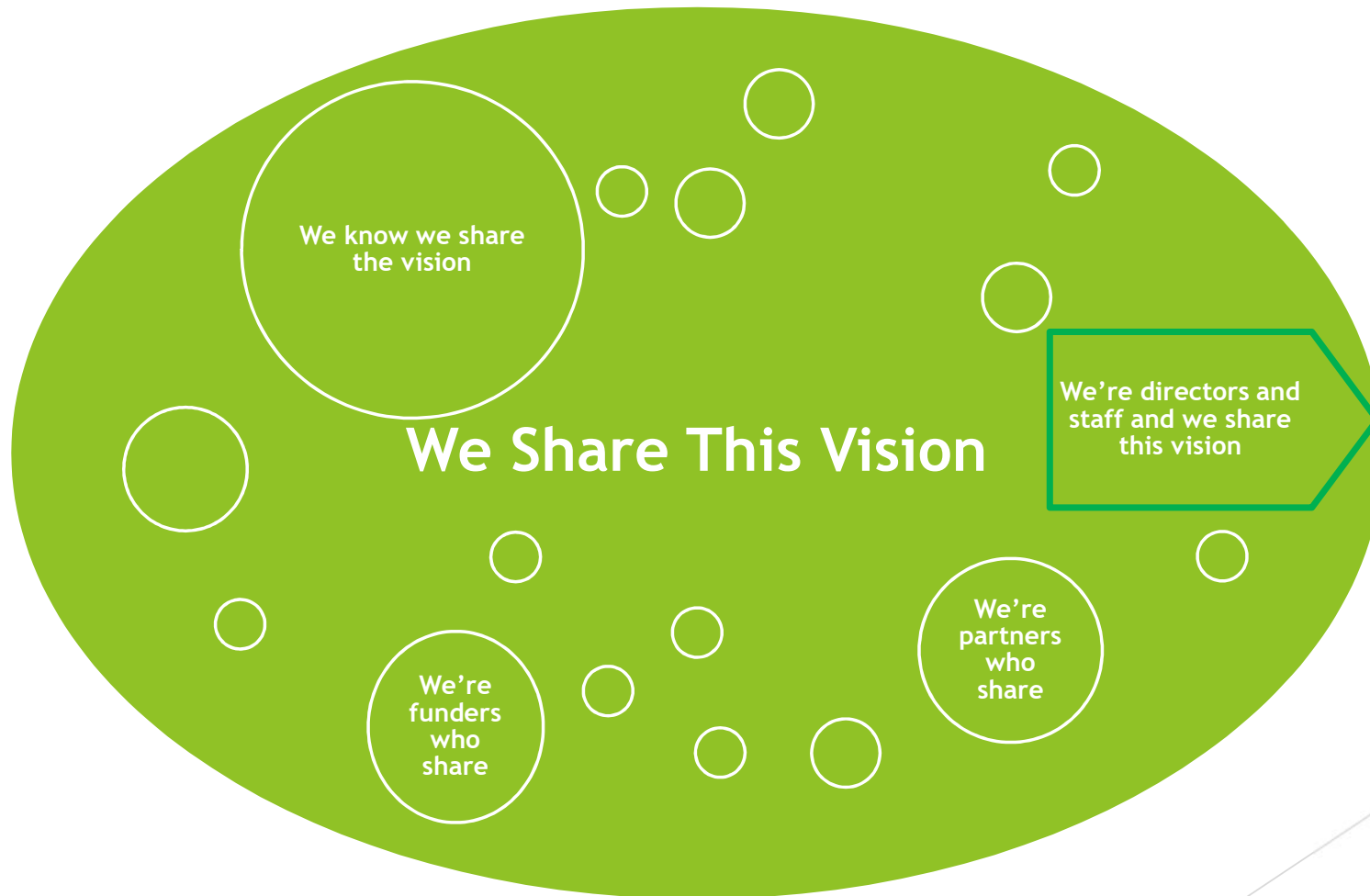
“Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation. This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity.”

DR MARTIN LUTHER KING JR, SPEECH ON THE STEPS OF THE LINCOLN MEMORIAL, WASHINGTON, 28 AUGUST 1963

What is an organisation or association or team or ...

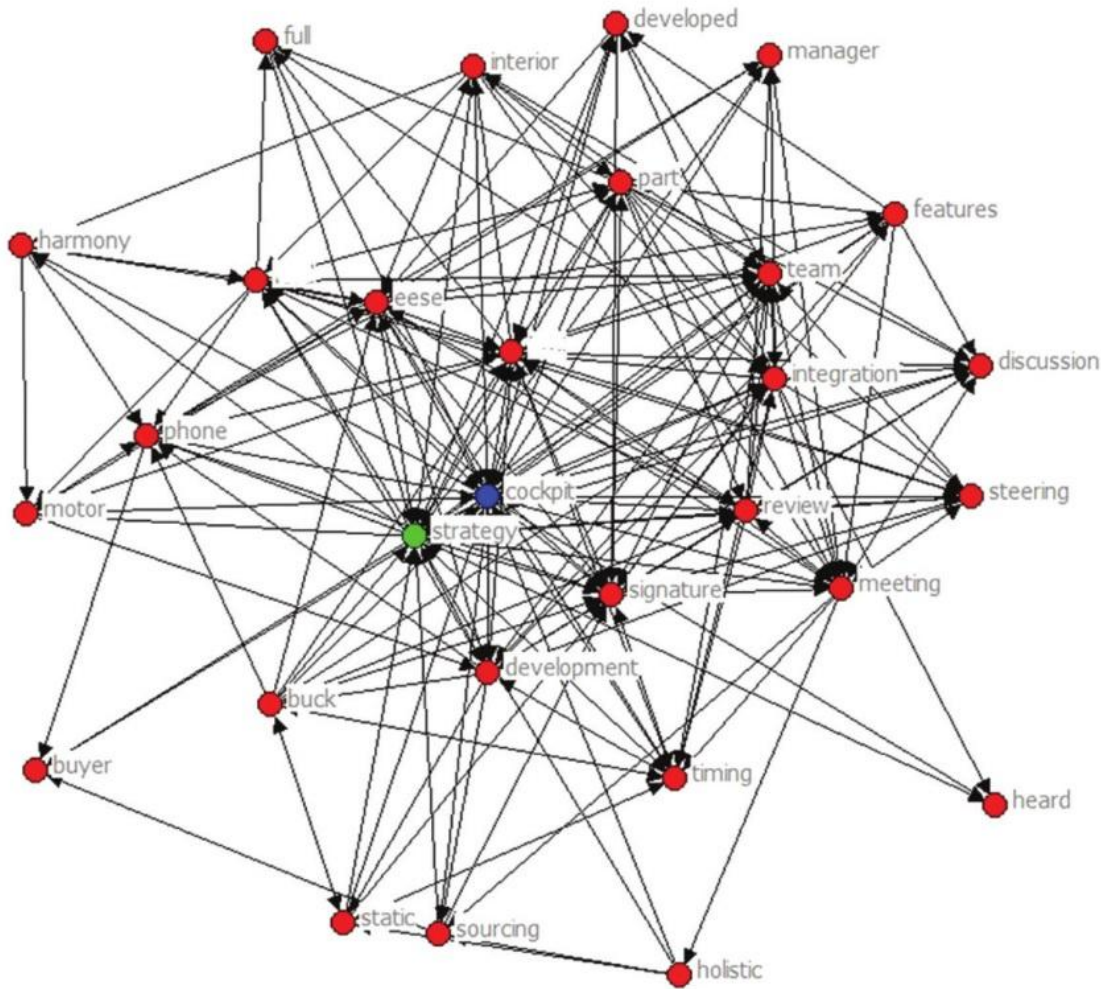
- An organisation is a group of **people** with **shared values**, who share an **issue** (problem, opportunity) and who work together to provide a **solution** for **all** who are affected by the same issue
- Issue + Solution = **Vision**
- Vision **for** All = Value proposition

Organisational Structure - of People



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A Social Network



Changing Communications

Communication Complexity

- ▶ Media relations
- ▶ Internal/employee communication
- ▶ Marketing campaigns
- ▶ Stakeholder engagement
- ▶ Community consultation
- ▶ Advocacy & lobbying
- ▶ Social media

Planning

- ▶ SMART Goals
- ▶ Key Messages
- ▶ Target Audiences
- ▶ Channels
- ▶ Rinse and repeat
- ▶ Evaluation and measurement

Changing Communications

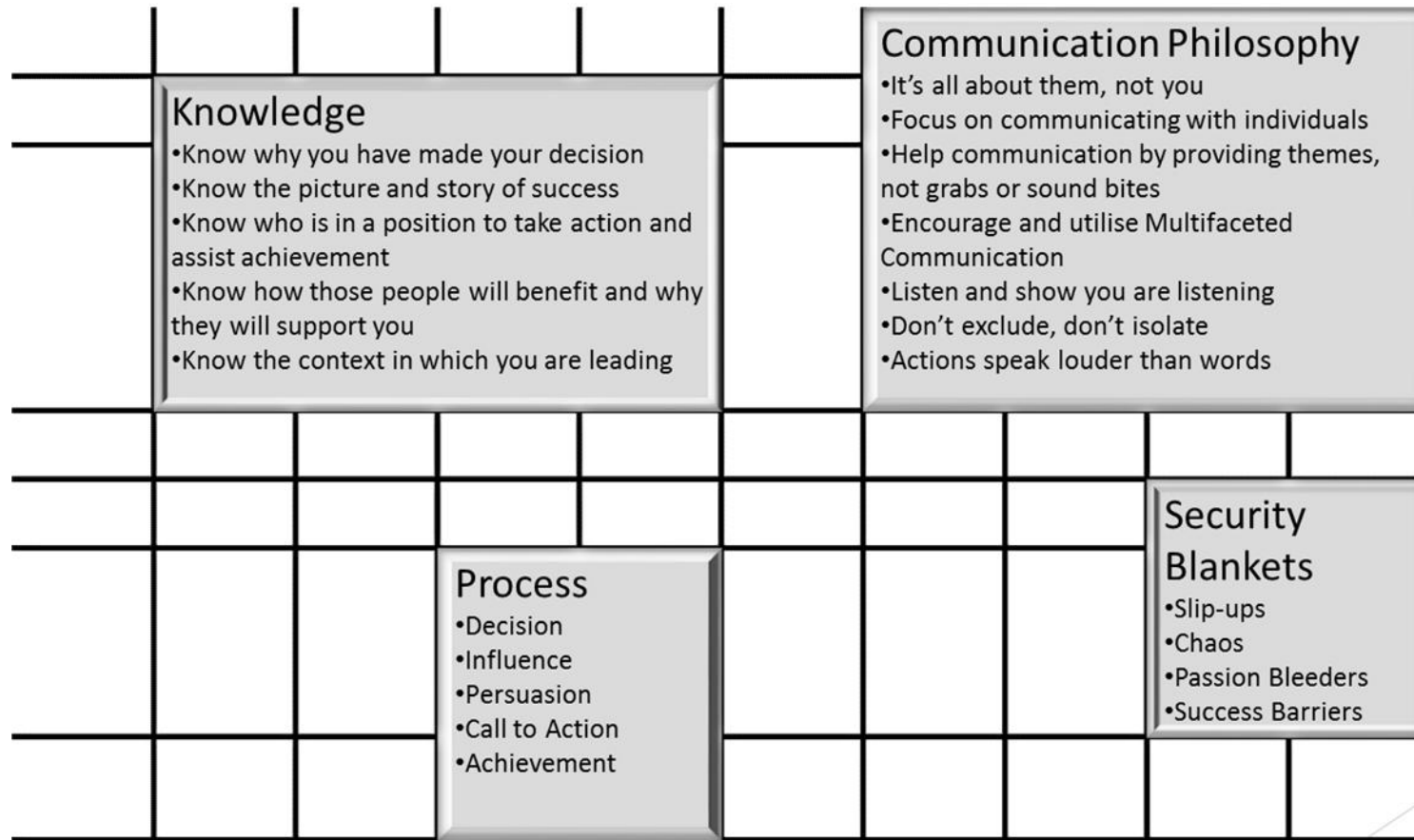
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Making it Simple

- ▶ Decision: To succeed, the solutions must be implemented
- ▶ Influence: This should be something we think about
- ▶ Persuasion: This should be something we act on
- ▶ Call to Action: This is how to implement the solutions
- ▶ Achievement: Our solutions are now bringing benefits

The Leadership Communication Framework



Some Specifics

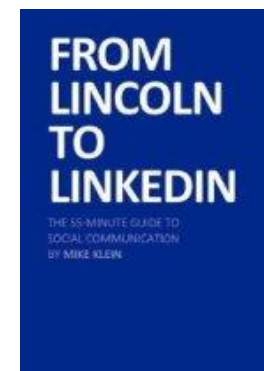
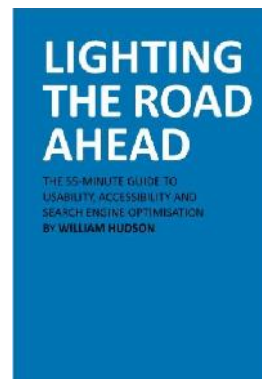
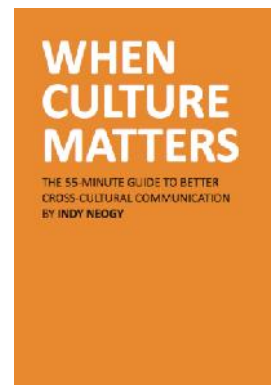
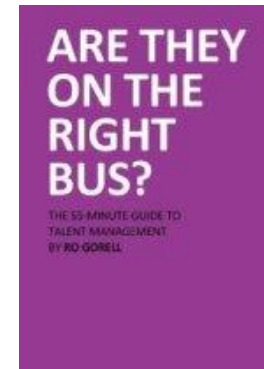
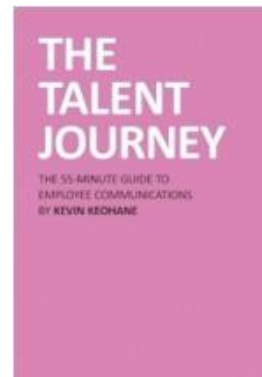
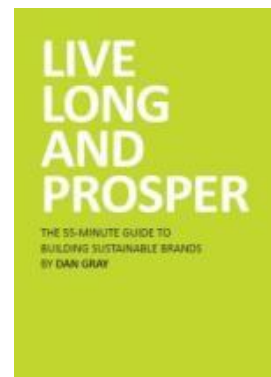
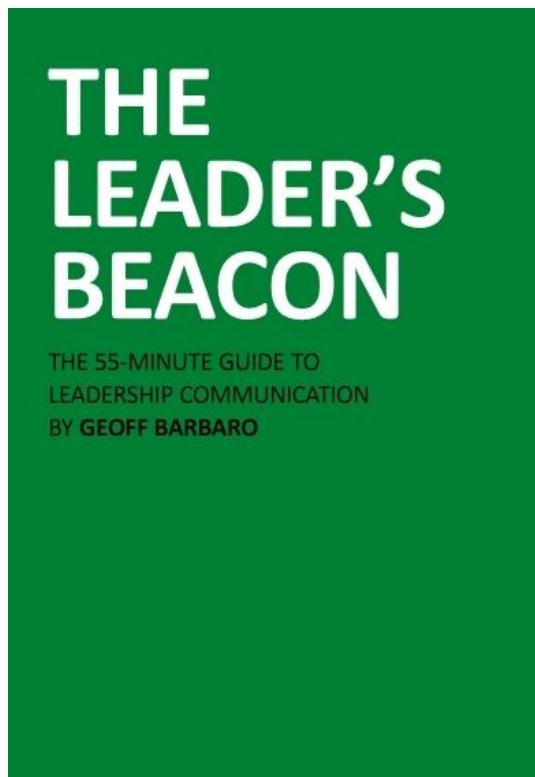
- ▶ Communication is an integral part of every human endeavour
 - ▶ Everyone communicates and it is uncontrollable
- ▶ Organisations succeed when they lead their stakeholders, including their customers/members/clients
- ▶ Individual Communication and Word of Mouth
- ▶ Storytelling and Passion
- ▶ *“And to this day, most institutions look at public relations as their trumpet and not as their hearing aid. It’s got to be both.”*
 - ▶ Peter Drucker (As quoted by Seitel 2004)
- ▶ Leader’s have to make judgements
 - ▶ Knowledge is a critical leadership tool
 - ▶ Measurement is not judgement, it informs judgement
- ▶ I have a dream ...
 - ▶ Of the Vision - I
 - ▶ Of Benefits - You
 - ▶ Of Actions and Achievements - We

A quick word on Social Media v Mass Media

- ▶ People have always communicated and have always lived in networks
 - ▶ Social media is a continuation of our communicating lives
 - ▶ Highly visible, brings the backyard BBQ and pub talk to the global world
 - ▶ Social Media has changed and is still changing communication in real terms
- ▶ Mass media is something completely different, unrelated to people, relationships and life
 - ▶ Commercial, political, power-based framework, not communicative
 - ▶ Specific purpose media, not the communication of our daily lives
 - ▶ Commercial
 - ▶ Proselytisation - government , religion and other
 - ▶ Entertainment

“Any media criticism or analysis is always simplistic by its nature and adversarial. You don’t get a balanced view of things. It’s either winner-loser, hero-disgrace in the media. As we all know, that’s not the way it actually is in the real world.”
Eddie McGuire, then CEO Channel 9 (2006)

For more information The 55-minute Guide Series



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Available from **AMAZON**