



OhioHealth
BELIEVE IN WE™

Leadership Development Initiative (LDI) Curriculum

Crafting

Communications:

Strategy & Implementation

for Powerful Outcomes /

Effective Use of Resources

(based on SMART CHART)

Crafting Communications: Strategy & Implementation for Powerful Outcomes/Effective Use of Resources (based on SMART CHART).

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Overview

Leading on a broader and wider horizon requires different communication skills and strategy. Message planning is a critical communication skill for any leader. Leaders must often create and promulgate a message related to a concept, issue or activity to challenge a current reality or process. The best combination of words and visuals helps to create the 'shared vision' that invites participants and followers to move toward an identified outcome.

Regardless of whether you are communicating with Ministers of Health, Leaders of PC organizations (or subsets), people running institutions, hospices or home care, interns and junior residents, delegates at drug commission committee meetings, or patients, and caregivers, crafting the message that will 'work' requires careful planning and implementation. The message may be similar, but the alignment, engagement, and actions desired by each audience will be different.

Use the SMART CHART (see references) to plan and evolve a message. It will help to ground your message, and make it most effective. Practicing the process of messaging, to lead others forward, is more likely to be successful if you use a strategic process.

Objectives

After this presentation, participants will:

1. Create a strategic communication process
 - Understand the overview of the SMART CHART.
 - Demonstrate how to message 'SMARTly'.
 - Process case examples.

Important Teaching Points

Messages work best if there is an action associated with them.

- Be aware of the 'motivation sequence' to get people to move toward action:
 - Increase awareness.
 - Build alignment.
 - Reinforce engagement.
- Clearly identify and challenge to action.

Focus on bite-size, action-oriented steps, not on an 'issue'.

- Messaging can be approached like a strategic plan; stepwise, and SMART.
- One message does not touch all groups; customize to each person or group.
- Three ways of focusing your strategy:
 - Framing (discussing a new issue for the first time).
 - Amplifying (a known issue, but with some misconceptions you may wish to clarify).
 - Reframing (nuancing a well-understood positive position and argument).

- Understand your audience to align and engage them, leading them to action.
- With every message, also suggest a solution (action oriented).

Resources / References

The Spitfire Strategies, SmartChart 3.0; An Even More Effective Tool to Help Nonprofits Make Smart Communications Choices. http://www.smartchart.org/content/smart_chart_3_0.pdf