



Building, Promoting and Protecting Your Brand

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PREPARED FOR:



Meet your Speaker



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23 years of experience in Communication,
Leadership Development and Strategic
Planning



The Power of Stories

**WHO IS LENNY
SKUTNIK?**



The Power of Stories



ELEMENTS OF A GOOD STORY

- A Character (Hero)
- A Problem
- A Guide
- A Plan
- A Transformation
- Avoidance of Failure
- Achievement of Success



Why Tell a Story

THE BENEFITS OF INCLUDING A STORY

- Creates Connection
- Enhances Memory
- Inspires Action
- Builds Emotional Resonance
- Encourages Reflection





WHAT IS A BRAND?

A BRAND IS AN...

- ✓ Experience
- ✓ Interaction
- ✓ Emotional Connection



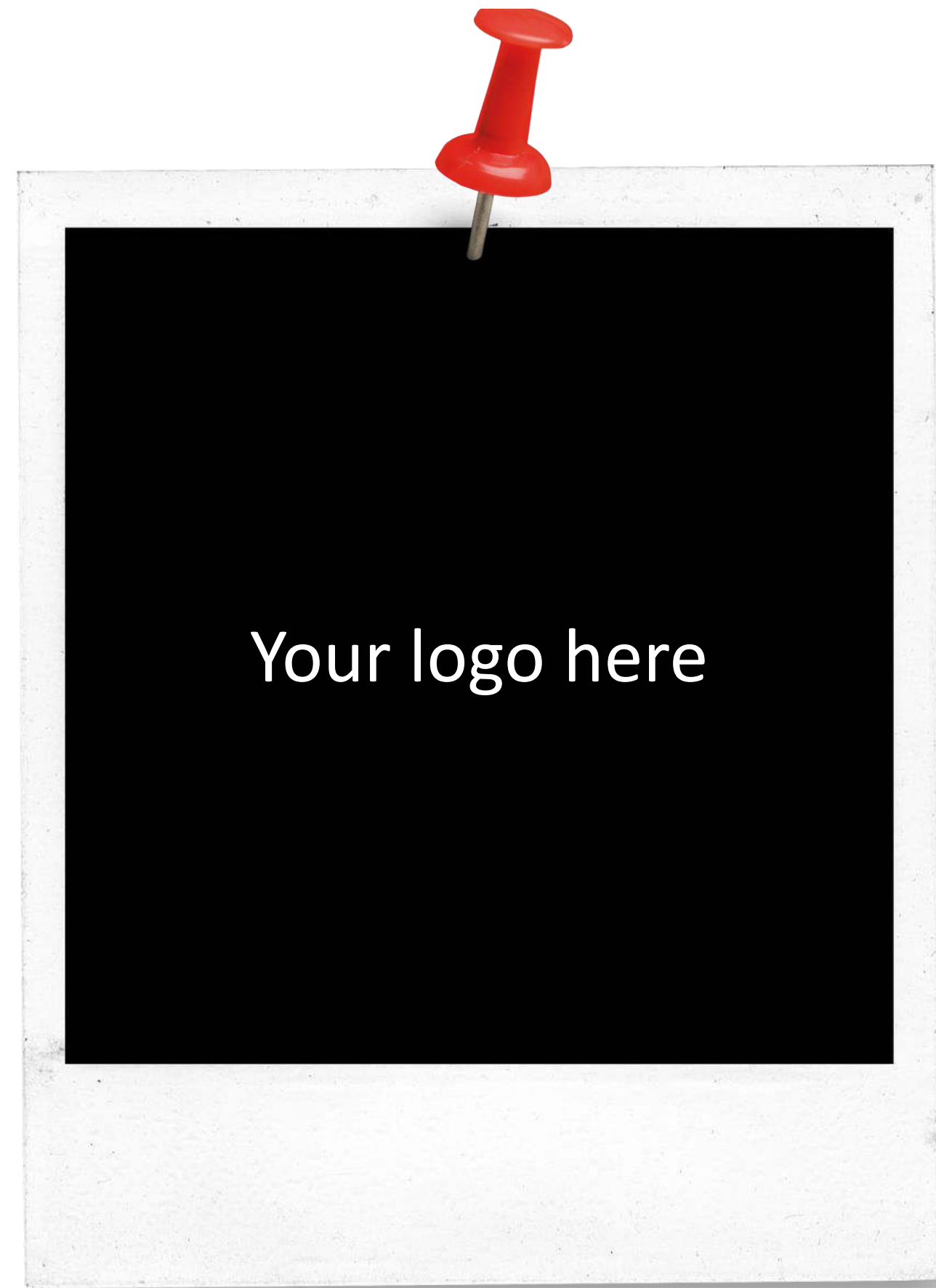




target







WHY
strategic communications?





What are your priorities?



Establishing Objectives

✔ Who? Who is the audience?

Establishing Objectives

- ✔ Who? Who is the audience?
- ✔ What? What is the desired outcome?
 - Create/increase awareness
 - Influence perception
 - Change/influence behavior
 - Take action
 - Develop opinions/beliefs

Establishing Objectives

- ✔ How much? What is the desired attainment level? How well does the audience need to understand the information?

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- ✔ How much? What is the desired attainment level? How well does the audience need to understand the information?
- ✔ When? What is the timeline for receiving and understanding the information?



WHETHER
will we share this information?





“We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us.”

— Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*

CRISIS COMMUNICATION

The good, the bad
and the how to

TOPICS COVERED TODAY

- ✔ What is a brand?
- ✔ What is a crisis?
- ✔ Crisis vulnerabilities
- ✔ Proactive plans to mitigate these vulnerabilities
- ✔ Key elements of a crisis communications plan

THE PRIMARY STATEMENT

THE HEALTH, SAFETY AND WELLNESS

OF THOSE WE SERVE

***IS OUR PRIMARY
MISSION.***

ALL TOGETHER!

What is a crisis?



A CRISIS IS...

- ✓ An assault upon trust
- ✓ An unforeseen tragedy
- ✓ Damage to reputation and image



Planning, Preparing and Rebuilding: Establishing a Guideline for Crisis Management

WHAT IS CRISIS COMMUNICATION?

- ✓ Preparation
- ✓ The Crisis Event
- ✓ Rebuilding the Trust



PREPARATION

- ✔ What's your plan?
- ✔ Who is the designated media spokesperson?
- ✔ How has the spokesperson been trained about the media?
- ✔ Should you get the word out?
- ✔ How are you going to get the word out?
- ✔ Messaging pre-development strategy
- ✔ Establish a leadership culture with a “crisis instinct”

Preparation Means Having a Dedicated Spokesperson



**Who is the spokesperson?
Who are the backups?**

Media Training Tips



SILENCE AS A WEAPON

*The reporter
is NOT your friend!*





Reporters will
come
at you in multiple
ways



***YOU ARE NOT
ON THE STAND***



State Random Facts





Leave the camera running

 **THE impact | group**
IGPR.COM



"Frame the Debate"

Attracted to life





Reporters will sting you



HOW ARE YOU GOING TO GET THE WORD OUT?

- ✔ Who disseminates the information?
- ✔ What mediums do you have in place to broadcast that information?

THE ABSOLUTE LAW OF CRISIS COMMUNICATION

**Your audience WILL NOT
tolerate inaction and
the natural reaction is to defer**



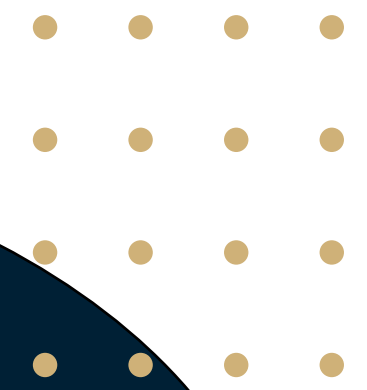
"FRAME THE DEBATE"

Don't allow another source to FRAME the story

Whoever frames the debate, wins the argument







MESSAGE

Message Planning

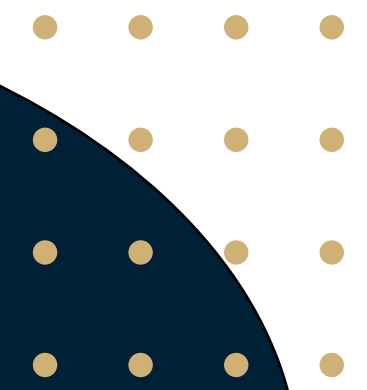




THREE SIMPLE POINTS

- What happened?
- What are we doing about it?
- When another update can be expected?





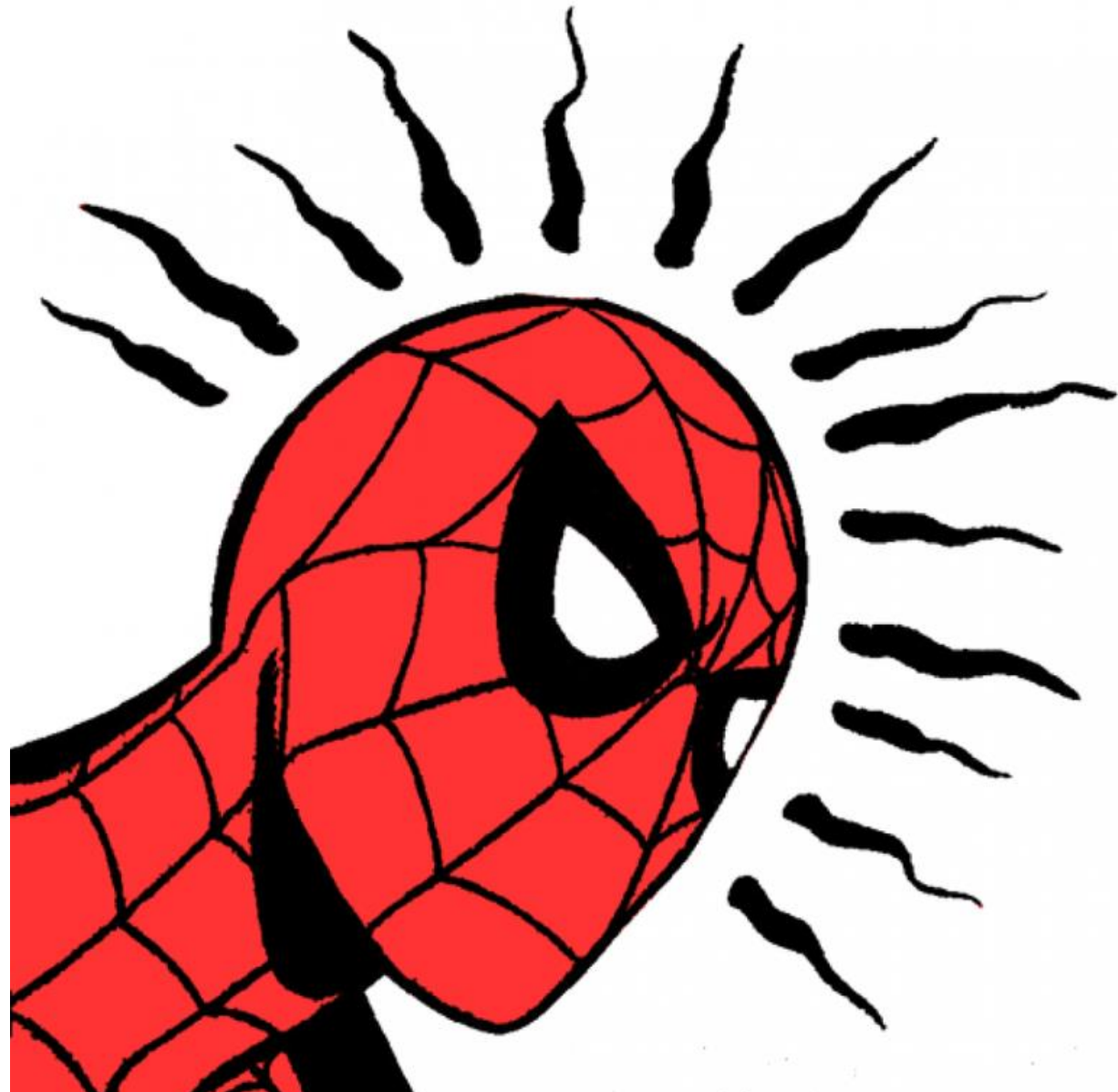
SANDWICH

The Safety Sandwich



THE CRISIS EVENT

- ✔ Consult Plan
- ✔ Safety
- ✔ Notification of oversight body, staff, etc.
- ✔ Determine appropriate response
- ✔ Go public
- ✔ Evaluate crisis communication efforts



BUILDING A CRISIS INSTINCT

Establish a leadership
culture with a
"crisis instinct"

REBUILDING TRUST

Trust
=
Relationship

Relationships are fragile

REBUILDING TRUST

- ✔ Once the crisis event has occurred, you must begin to rebuild trust
- ✔ Trust is built by doing what you say you are going to do
- ✔ Establish and hit benchmarks
- ✔ LISTEN – Listening is therapeutic and helps others heal

THE ESSENTIAL COMPONENTS OF CRISIS COMMUNICATIONS

- ✓ Preparation
- ✓ The Crisis Event
- ✓ Rebuilding Trust
- ✓ Your reality...

CRISIS COMMUNICATION

The good, the bad
and the how to

*Thank
you!*

FOLLOW US!

@theimpactgroup



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