

Strategic Communications

REACHING YOUR AUDIENCES



ENVIRONMENTAL
FINANCE CENTER

Learning Goals

Knowing yourself

Connecting with your team

Connecting with your community

Connecting with decision-makers



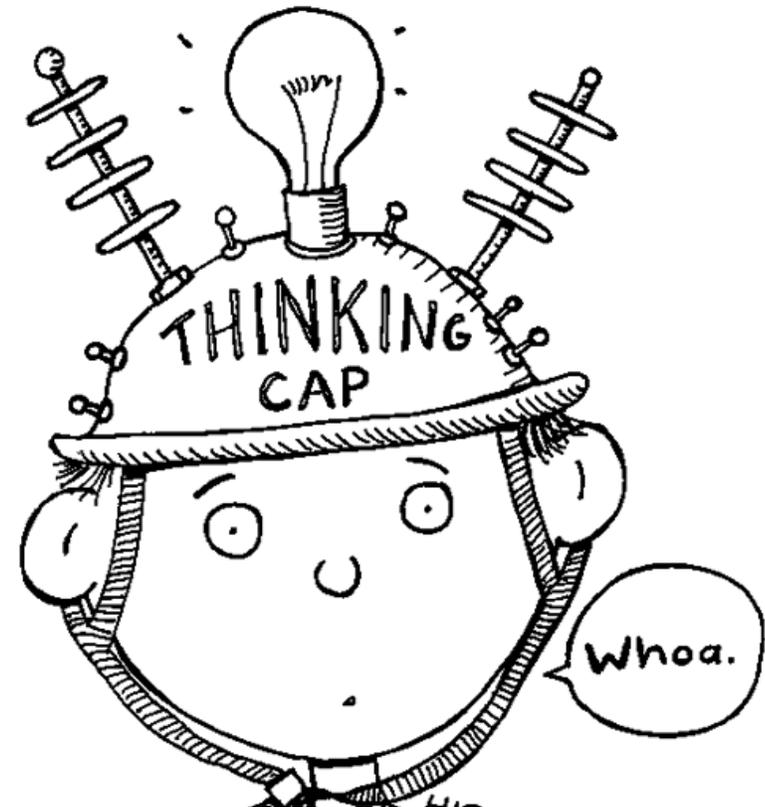
Getting to Know Yourself

Awareness of communication styles

Start with



Self-awareness



Self-evaluation

Self-Awareness

RATE YOUR DOMINANT COMMUNICATION STYLE

When under pressure, do you tend to be... (circle the adjective that most fits you)

Write the item number here:

Humorous 3	Regimental 2	Concise 1	Concerned 4	_____
Focused on outcome 1	Focused on steps 2	Excited 3	Apprehensive 4	_____
Aggressive 1	Talkative 3	Disciplined 2	Nurturing 4	_____
Non-confrontational 4	Schmoozer 3	Resistant 2	Assertive 1	_____
Innovative 1	Talented 2	Creative 3	Productive 4	_____
Driven 1	Enthusiastic 3	Absorbed 2	Seeking the peace 4	_____
Scattered 3	Structured 2	Multi-tasking 1	Helpful 4	_____
Analytical 2	Clear 1	Tolerant 4	Imaginative 2	_____
Prophetic 1	Logical 2	Resourceful 3	Practical 4	_____
Consistent 4	Heroic 1	Critical 2	Empathic 3	_____
Competitive 2	Directing 1	Enrolling 3	Reliable 4	_____
Charismatic 3	Forceful 1	Friendly 4	Technical 2	_____
Encouraging 4	Independent 1	Intellectual 2	Light-hearted 3	_____
Likes short-term goals 2	Socializer 3	Likes long-term goals 4	Risk-taker 1	_____
Rule-breaker 1	Tests Rules 3	Abides by rules 4	Upholds rules 2	_____
Explaining 2	Expecting 1	Supporting 4	Mediating 3	_____
Leading teams 1	Avoiding teams 2	Motivating teams 3	Seeking teams 4	_____
Leading by example 1	Sharing leadership 3	Avoiding leadership 4	Leading by necessity 2	_____
Overlooking others 1	Criticizing others 2	Understanding others 3	Promoting others 4	_____
Shy from drama 4	Ignore drama 1	Hate drama 2	Manage drama 3	_____
Tough 1	Contained 4	Questioning 2	Curious 3	_____
Likes physical challenge 1	Avoids conflict 2	Likes mental challenge 2	Avoids stress 4	_____
Avoids confrontation 4	Diffuses confrontation 3	Angered by confrontation 1	Energized by confrontation 2	_____

Scoring

Count up how many 1s, 2s, 3s, and 4s you had and put the totals below:

Total 1s _____ Total 2s _____ Total 3s _____ Total 4s _____

Self-Awareness

RATE YOUR DOMINANT COMMUNICATION STYLE

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Write the item number here:

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Disciplined 2

Nurturing 4

Non-confrontational 4

Schmooser 3

Resistant 2

Assertive 1

Innovative 1

Talented 2

Creative 3

Productive 4

Driven 1

Enthusiastic 3

Absorbed 2

Seeking the peace 4

Self-Awareness

Shy from drama 4

Ignore drama 1

Hate drama 2

Manage drama 3

Tough 1

Contained 4

Questioning 2

Curious 3

Likes physical challenge 1

Avoids conflict 2

Likes mental challenge 2

Avoids stress 4

Avoids confrontation 4

Diffuses confrontation 3

Angered by confrontation 1

Energized by confrontation 2

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Count up how many 1s, 2s, 3s, and 4s you had and put the totals below:

Total 1s _____

Total 2s _____

Total 3s _____

Total 4s _____

Interpretation

DOERS

drive necessary results
sometimes impatient

Interpretation

DOERS

drive necessary results
sometimes impatient

THINKERS

think through scenarios
can appear critical

Interpretation

DOERS

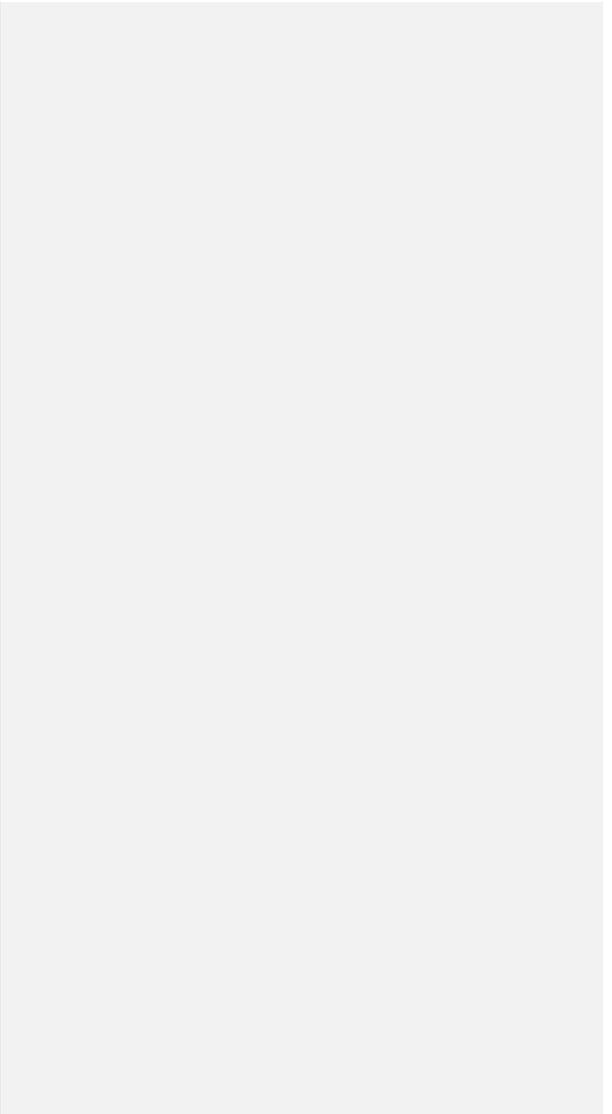
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inspire & encourage
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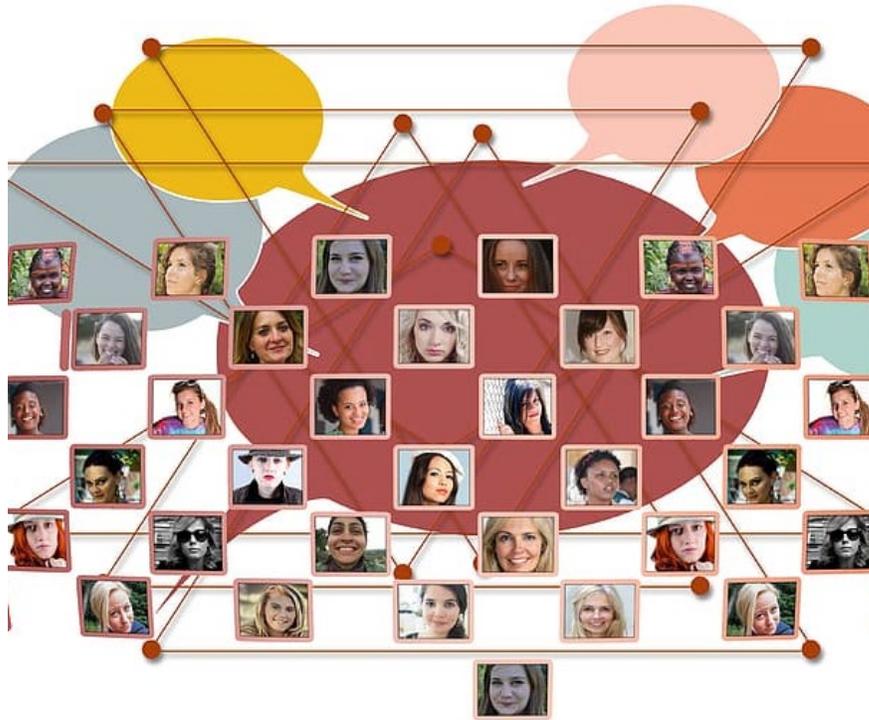
CONNECTORS

team players
avoid impulsive decisions

Connecting with Your Team

Awareness of communication styles

Consider

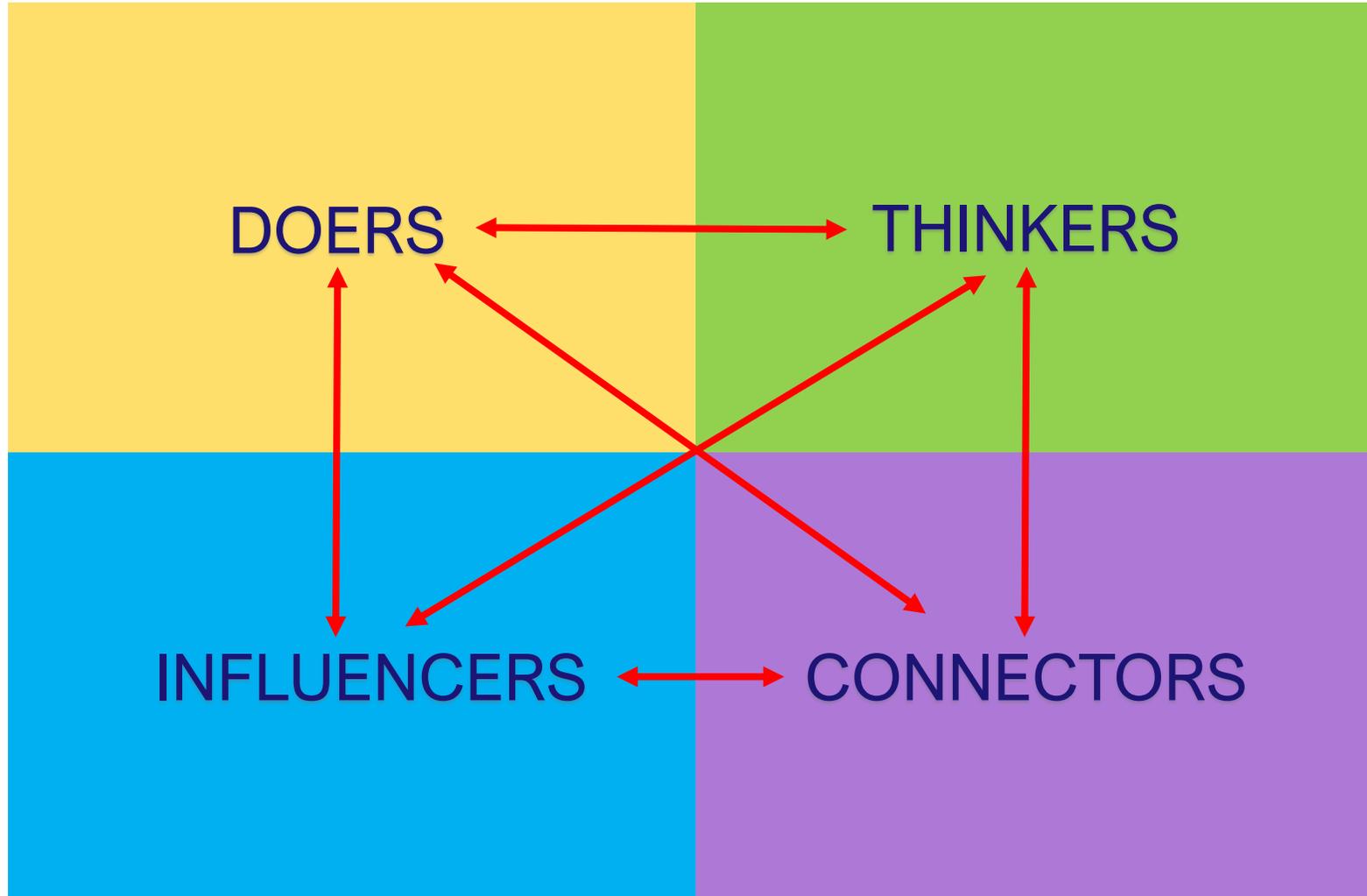


Team awareness



Team connection

Communicating



**Efficient &
Appropriate
Communication**
Internal

Appreciation

Updates

**General
Communication**

Utility Priorities

Connecting with Your Community

CONNECTION – ENGAGEMENT - EDUCATION - SUPPORT

Connecting with Community

Why is it important?

- Efficient & appropriate communication
- Humanizes
- Community pride



**Efficient &
Appropriate
Communication**
External

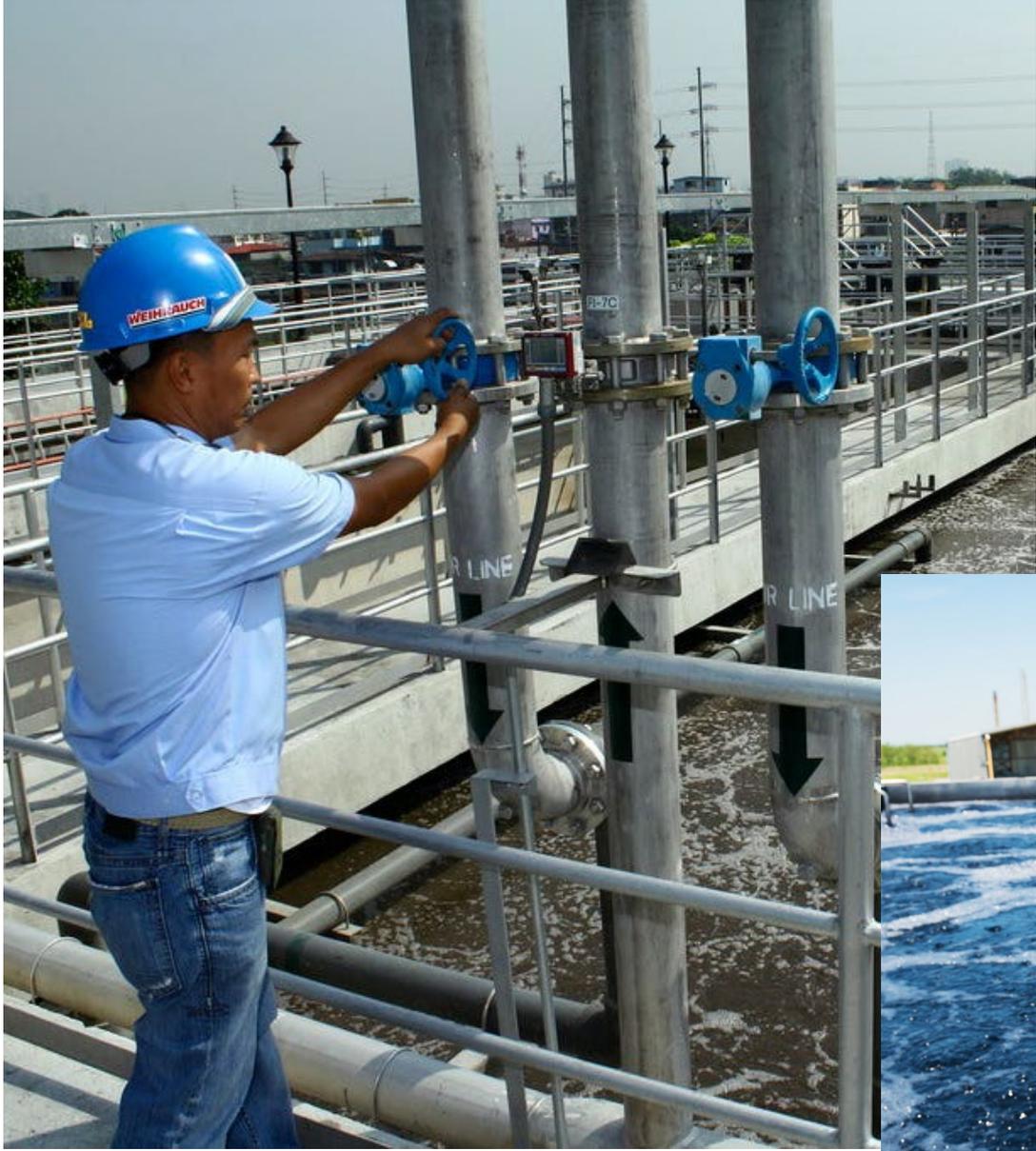
“A day in the life of...”

Updates

**General
Communication**

**Treatment
Processes**

**Utility
Staff
are
People
Too!**



Community Pride

Contributes to success
Improves funding flows
Increases participation



Effective and Frequent Communication



Informed



Education



Value



Support

Generally Speaking

Be careful with generalizations!

Gen Z (post 2000)

Fast, entertaining, succinct

Online

Millennials (1980 – 2000)

Engage, value, feedback

Online, some print, some
virtual engagement

Gen X (1965 - 1980)

Support, encourage,
appreciate

Online, print

Boomers (1946 – 1964)

Value, engage, appreciate

Print, some online

Silent (Pre-1946)

Listen and learn

Print

Connecting with Decision-Makers

DATA – RESOURCES – TALKING POINTS

competing priorities

public opinion

elections

CHALLENGE

special projects

other influences

Who are the decision-makers?

City Council

County Commission

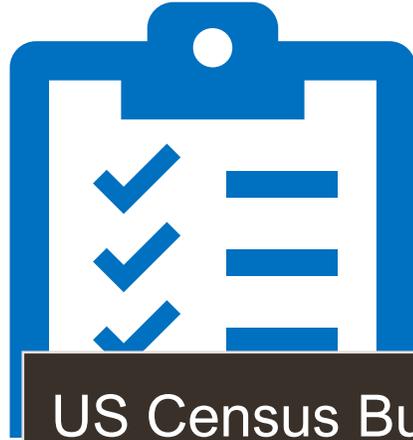
Utility Board

State regulatory agency

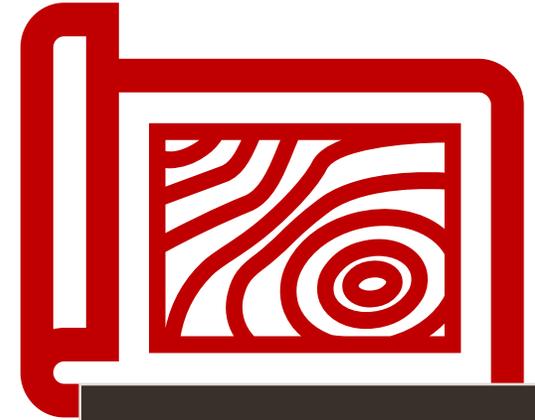
Tell Your Story



City's Resources



US Census Bureau



EJ Screen



CEJST



Community Surveys

Keep it Simple



Data

Charts
Graphs
Visualizations



Budget

Savings
Investments
Cost/Benefit
ROI



Public Health

Safe, reliable
drinking water
Wastewater
treatment
Resilient
communities



Environment

Clean waterways
Thriving
ecosystems
Clean air

Now What?

Implement



**DO
NOT
PANIC!**

Start with:

Already have a newsletter?

Enhance it.

Already have public forums?

Make their purpose specific.

Already have a website?

Add sections that inform.

Already work with schools?

Work with all grades.

Already use social media?

Add platforms, post more.

Strategy → Connection



Know Yourself



Know Your Team



**Know Your
Community**



**Know Your
Decision-Makers**

**Thoughts?
Questions?**



Thank You!

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heartlandej.org