



Strategic Communications Planning: **How to Develop, Enhance and Encode Your Messaging into Action**

Presented by
Dr. Joe DeSensi





Kicking off the Strategic Planning process:

1. What are some things (big or small) you can start doing immediately?
2. How are you going to start the process of strategic planning?
3. What are your largest barriers to success to implementing the changes you want to see?
4. How will you communicate (or train) the changes or new SOPs to your leaders and their teams?



Emerging themes from yesterday

- **How It Works/Biggest Challenges Hiring and Retention-** Dr. Hope Zoeller
- **SECURE Act 2.0: Impact on Employer and Participants**
 - Brea Dantin, ProCourse Fiduciary Advisors
- **Health and Wellness: An Update to HR and the Future of Work**
 - Dr. Brad Shuck, Professor
- **FMLA Compliance**
 - Ken Siepman, Ogletree Deakins
- **Candidate Experience: How the Hiring Process Impacts Ability to Attract and Hire Qualified Candidates**
 - Courtney Emery, Courtney Emery LLC
- **Wage and Hour Law Update**
 - David Carr, Ice Miller LLP



Connective tissue from today

- **DEI Best Practices Panel**
 - Demetria Miles-McDonald, Decide Diversity
- **Why SHOULD I Invest in Leadership Development?**
 - Amanda Areces, HRD* | A Leadership Development Company
- **DEI Compliance**
 - Catherine Burgett, Frost Brown Todd



Activity 1



Organizing Your Post-conference Ideas & Initiatives





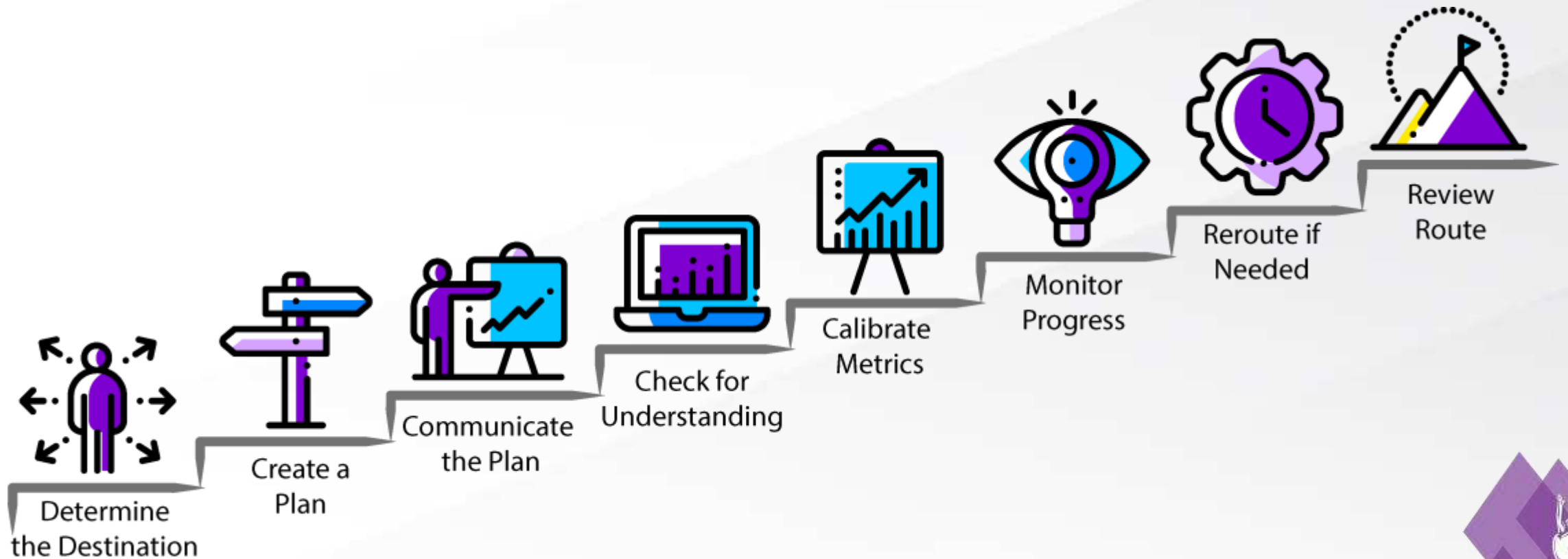
“The result of bad communication is a disconnection between *strategy* and *execution*.”

- Chuck Martin



Step 1 - Strategic Planning

Converting Ideas into Action



**"In absence of clearly defined goals,
we become strangely loyal to performing
daily acts of trivia."**

- Author Unknown



Step 2 - Strategic Communications: Tactical Empathy & Ends-Based Communication



Sender-Based Communication



Sender



Encode

Transfer Method



Decode



Receiver



Sender
Preferences



Receiver
Preferences



Ends-Based Communication



Sender



Encode

Transfer Method



Decode



Receiver



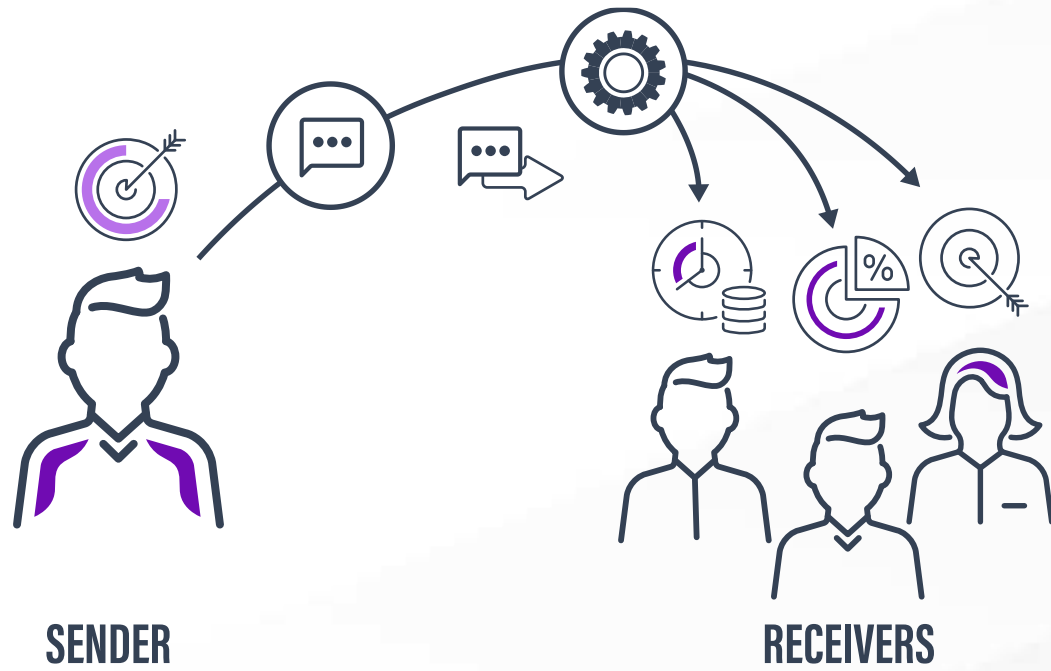
Sender Preferences



Receiver Preferences



Sender-Based Communication *Ends-Based Communication*



Activity 2

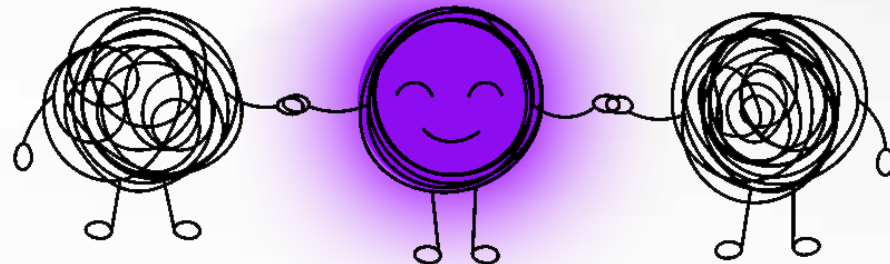


Turning Ideas into Action



Guidelines for Communicating with Empathy

1. Know what makes your audience tick.
2. Find out what is important to them.
3. Cater your argument to your audience's wants and fears.
4. When in doubt, ask.



Activities 3 & 4



Exit Slip & Action Items



Keep in Touch

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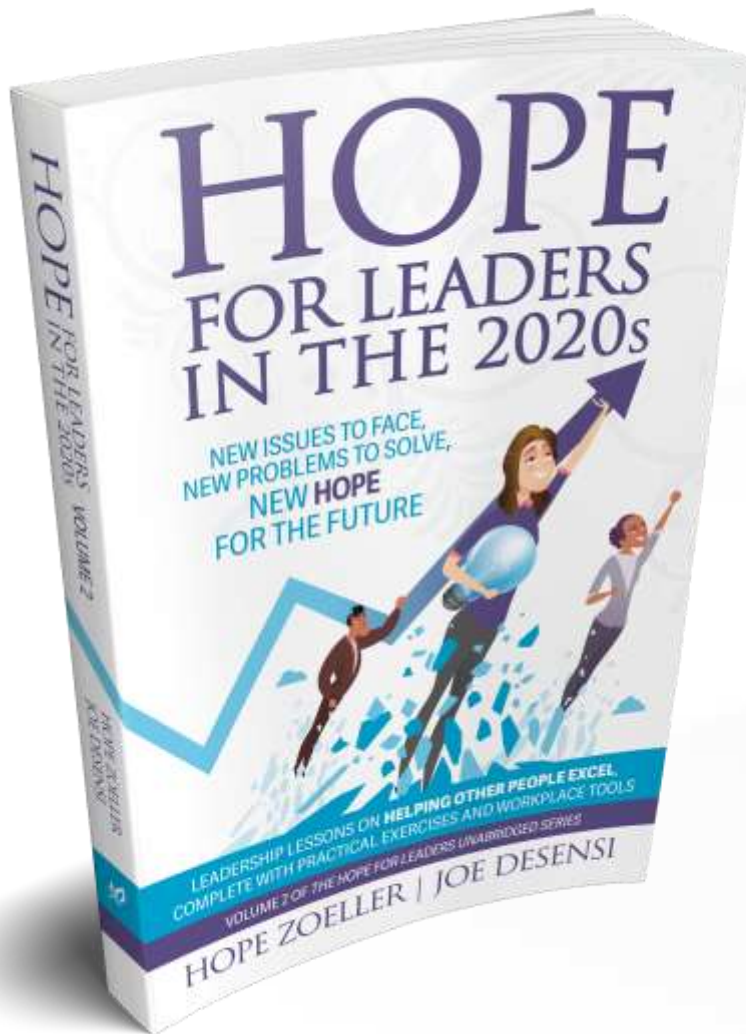
(free newsletter and videos)

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(K-12 educational tools and blog)





*Thank you for a
great conference!*

