



Strategic Communication

Know your audience

This content is adapted from the work of
Dr. Cynthia King, Encourage Communication



Introduction

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Strategic Communication

01

Know yourself as a communicator

- Your personal attributes
- Your professional achievements
- How others see me

02

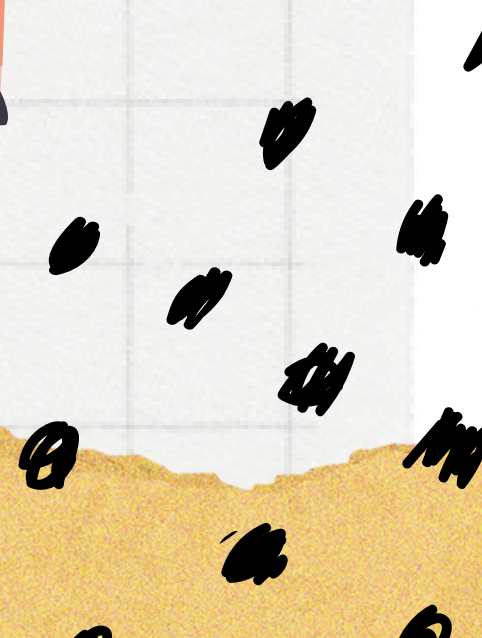
Know your audience/stakeholders/
collaborators
(This is our focus today!)

03

Use that knowledge as a lens to craft your thoughtful and strategic message!

Strategic Empathy

Understanding and respecting what matters to someone else and WHY in order to work ethically and effectively with that person(s)



**A Lens for
Understanding Your
Audience**



6 Questions

1

What do you know about
the organization's
mission/values?

2

What do you know about
the individual's **position**?

What are their
responsibilities?

3

What are the **priorities** of
the position?

4

What are the **pressures**?

5

What do you know about
the person's **preferences**
and **personality**?

6

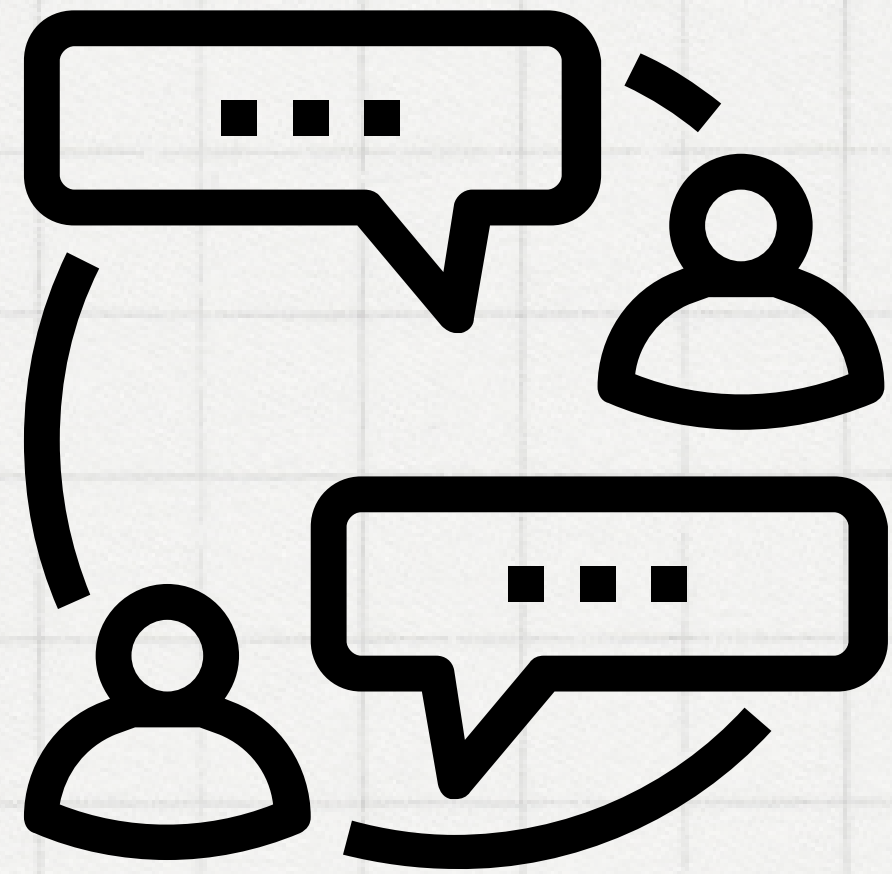
Considering all of that information, what would be your **top recommendations** when communicating with your audience?

Choose Your Audience

- Non-profit Executive Director
- Local Pizzeria Owner
- School Assistant Principal
- District Superintendent
- City Council member
- State Senator



1. What do you know about the organization's mission/values?
2. What do you know about the individual's position? What are their responsibilities?
3. What are the priorities of the position?
4. What are the pressures?
5. What do you know about the person's preferences and personality?
6. Considering all of that information, what would be your top recommendations for communicating with your audience?



share out!



**Thank you
very much!**

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