Strategic Communication?

Is that a thing?

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What you say v. How you say it



Which is more important to achieving what you want?

Common Resistance when we communicate through challenges



DO THE WORK!!!

- What is your goal in the communication?
- What do you know about the person (your audience) that you are communicating with?
- Let the audience know why they should care
- What are the mutual needs?

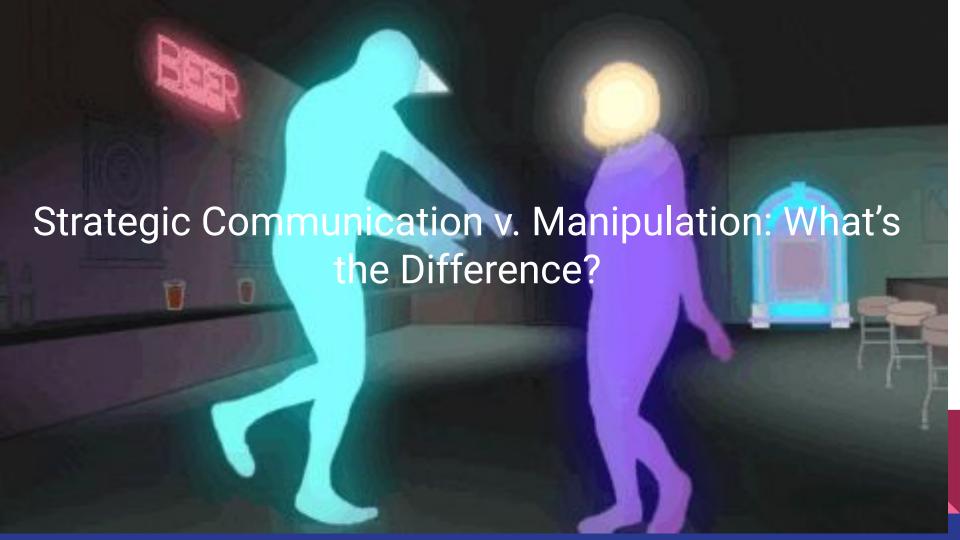


Impressions v. Concrete Outcomes



GET RESULTS

Communicating with purpose, while showcasing value in order to achieve a goal.

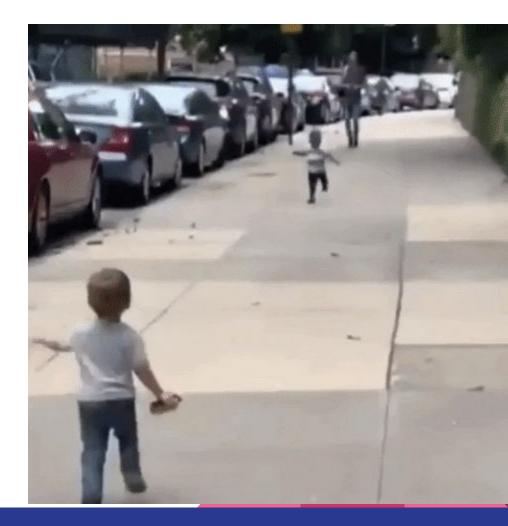


Let's Speak with Purpose!

Let's Get to Know Each Other!

Let's Care about Each Other!

Let's Help Each Other!



Resources

Holtzhausen, D. and Z. Ansgar. (2014). "Strategic Communication: Opportunities and Challenges of the Research Area". From *The Routledge Handbook of Strategic Communication*. Routledge: New York.

Roberts, J. Writing for Communication Industries. The Ohio State University Pressbooks.