Notes

Better Messaging: What Gets in Our Way?

Three Top Tips

• Clear

• Easy

• Meaningful

Get Focused

• Get Clear on Purpose

• Be Selective about Audience

• Tailor Messages

• Bonus Tip: Be a Credible Messenger

Think Multi-Level: Balcony and Dance Floor

Meta Messages
What You Say Matters: What leaders need to know about messaging

In Real Life: Illinois Leadership Communications Project

Purpose

Key Audiences

Key Messages

Message Structure

What was most useful to you?

One action/idea/resource you want to follow up on

Learn More: Resources to dig deeper

- Made to Stick, Chip and Dan Heath (If you only read one book, this is it.)
- Don’t be Such a Scientist, Randy Olson (If you work with researchers/data folks...this can help)
- How to Change the World, Bornstein (Want to understand social entrepreneurship?)
- The Paradox of Choice: Why More is Less Barry Schwartz (The science behind less is more)
- Essentialism: Disciplined Pursuit of Less, Greg McKeown (Build your case for Less but Better)

Case Example

A New Way to Talk about Social Determinants of Health

Robert Wood Johnson