



Welcome to the 2017 FRPA Conference!

Leadership Starts With Effective Communication



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Learning Objectives

- Identify, anticipate, plan and practice effective ways to communicate that produce the desired results
- Understand “frame” and how to build relationships with your target audience
- Avoid key pitfalls in communication through key tools and techniques



Opening Exercise

- Think of a time when you've been in charge of communicating a message (to employees, media, commission, citizen group)
- List two ways you knew you were communicating effectively
- List two ways you knew you were "in the tank," i.e., not communicating effectively

The 3 Steps to Effective Communication

- Anticipate
- Plan
- Practice



It Starts With You

" (Dr. Spencer Johnson)

- Be "In the Present" even in the most Difficult situations
- When you focus on what is *right* in the present moment it makes you happier today
- And it gives you the needed energy & confidence to deal with what is wrong



Anticipate & Plan

- What is the purpose?
- What do you want to accomplish?
- Who is your target audience?
- What format will work best?
 - Personal meeting
 - Public hearing / community meeting
 - Small group

Anticipate & Plan

- What is the right setting?
 - Your office or their location
 - Out in the field
 - City Hall
- What is in it for the participants?
 - Opportunity for serious input
 - Chance to be involved
 - Potential to see a new frame

What is a frame?

- Value based structures that shape the way we see the world (Lakoff)
- Language activates frames
- Don't think of an elephant; I am not a crook; tax vs. tax relief
- Bush – We do not need a permission slip to defend America



What is a frame?

- Pre-existing frames for Parks and Recreation Professionals?

- Pre-existing frames for you in your organization?
- Commit to create your own frame & language

How to change the frame

- Anticipate, prepare and practice
- Tell me what you are; not what you are not.
- Focus on relationships
- Utilize storytelling
- Make sure you are listening, not preparing to speak



Respond in Your Frame

- Employee: You always listen to ideas from Joe, but the last three suggestions I shared were ignored.
- Citizen: You say our park is safe, but you don't live in my neighborhood. You can't relate.
- Elected leader: P&R is nice to have, but we need to put limited tax dollars to programs that make a difference.

The Impact of Language

- Avoid the word "Try"
- Use "And" instead of "but"
- Use open ended questions
- Expect good outcomes
- Use positive language – don't repeat the negative
- Be an encourager

That's Right Bob



Nobody cares how much you know
Until they know how much you care



Communicating with your Audience

- Always Show Respect
- Listen to what is said – look for statements based on values
- Show character and dignity
- Be calm
- Be good humored
- Think offensively – never whine – show optimism

Communicating with your Audience

- Be an equal – not a superior
- Show a love for your community
- Show an ability to reason – others may disagree, but take you seriously
- You cannot convert staunch opponents
- Tell a story – make it personal
- You can't win with facts
- QTIP

A letter from a citizen

Lessons Learned:

Key Messages

- The three most important things you want people to know
- Information must be concise, clear, simple
- WIIFM
- Dr. Vincent Covello's 27/9/3 Theory: 27 words, nine seconds, three messages
- Science Based Communication – when upset 80% reduction in ability to process information.

EX: Opening New Teen Center

- What key messages would deliver?
- Who are you speaking to? Teens, parents, supporters?
- Where and how do you talk about it?
- What outcome are you seeking?



Making Your Presentation

- As much as 75% of your message comes from non verbal communication
- Eyes, hands, posture
- Appearance
- Voice
- Goal – confident, but non threatening

Negative Attacks

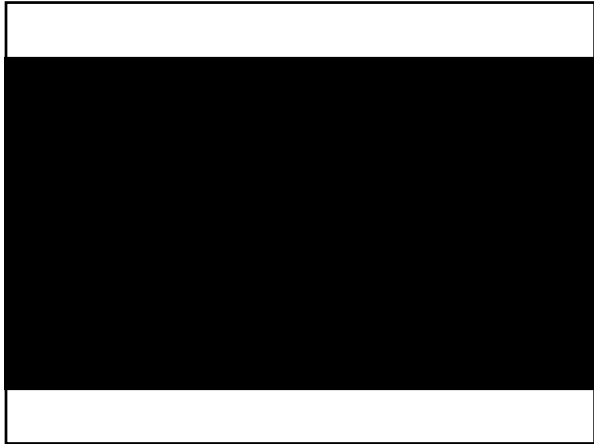
- Never repeat an allegation or negative statement – it only reinforces it
- Don't use their language
- Use the opposite of the allegation, criticism or negative language in your response
- Bridge to what you are and what you can do

When You Don't Know the Answer

- Repeat the question for clarity
- Say you don't know – I wish I could answer....
- Explain why you can't answer now
- Promise a follow up with a specific timeframe – then deliver
- Bridge to known facts, key messages


Encouraging the Heart

- How are you reaching out to your customers?
- How do you show appreciation for your employees?
- The value of a written note
- Praise in public; counsel in private
- Share stories of team success
- Never forget the power of a thank you



Wrap Up: What 3 Things Will You Remember from Today?

Far better it is to dare mighty things, to win glorious triumphs even through checkered failure, than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat.



Teddy Roosevelt

THANK YOU!

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For more information about the Florida Recreation and Park Association visit www.frpa.org.
