Creative & Captivating Communication

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When you're good, you'll tell others about it. When you're great, others will tell you.

Branding includes the distinctive characteristics that make you extraordinary
It's what people say about you when you're not in the room

Communication is how you convey your message.

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Andrea Battaglia **Presenter Information**

- Work full-time in **Fundraising, Marketing & Strategy**, helping groups effectively manage communication and brand
- **Organization Expert & Wellness Advocate**, communicate consistent message through personal brand.
- **Professional Trainer & Facilitator** for groups of all sizes and competency levels – develop effective strategy and action plans to improve groups

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Define & Elect

- **Define** your goals
  - What do you want to do?
  - Why does it matter?
- **Elect/Select** your passionate & committed team
  - Who are three people that could help you for one hour per month?
  - What is the best way to involve school administrators?
  - Who is someone that can take the next step in their leadership development?

Clever	Consistent
Imaginative	**Resourceful**
Ingenious	Regular
Innovative	Dependable
Inventive	Steady
Original	Expected
Gifted	Informative
Inspired	Trustworthy
Talented	Stable

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Develop & Empower

- **Develop** your strategy
  - How do you want to accomplish your goals?
  - What action steps will keep your plans going?
  - Who will be involved?
- **Empower** your team
  - Set them up for success by addressing concerns, answering questions, and encouraging ideas
  - Inspire confidence & trust by your responsible, relevant actions
  - Set priorities and timelines

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Learn & Create

- **Learn** to be present, available and aware
  - Meet new people
  - Remember why you started
  - Read & utilize resources to stay relevant
- **Create:** Communicate value through consistent, valuable & fun messages
  - Create Timing Plan (when)
  - Determine Best Methods (what)
    - Social Media & Website
    - Brochures/Posters/Banners
    - Email/Newsletters
    - Meetings & Events
    - Text Message Invites – Remind Me
    - Personal Recommendations
    - Teacher Newsletters/School Notes

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Share & Build

- **Share** your message
  - Over communicate – keep everyone involved
  - Follow the 80/20 Pareto Rule
  - Determine what works best for your people – i will be a multi-channel communication strateg
    - **Person-to-person and personal testimony**
- **Build** on your plan and success
  - Don't wait for things to happen, make them happen
  - Be human and available (relatable, reliable, advocate – voice of reason)
  - Recognize and celebrate awesome

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Measure

- **Measure,** track progress and make changes
  - Review events, attendance, participation
  - Work on needed improvements
  - **Always bring it back to your goals**

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