

IMPACT LEADERSHIP 2007

CONFERENCE AGENDA

CONFERENCE OBJECTIVES:

Through this highly-interactive training seminar, participants will

- Learn how to take an idea, proposal, project, or leadership initiative and develop a strategic communications campaign.
- Strengthen their core leadership and communication skills, and apply those skills to a specific initiative they are undertaking.
- Meet and work with colleagues from across the country.
- Join a national network of defender leaders dedicated to improving the justice system for their clients and their communities.

WEDNESDAY, MAY 30TH

4:00 – 5:15 OPENING PLENARY SESSION

WELCOME & CONFERENCE OVERVIEW

Lead Presenter: Catherine Beane, Beane Consulting

TURNING YOUR LEADERSHIP INITIATIVE INTO A STRATEGIC COMMUNICATIONS CAMPAIGN

Lead Presenter: Justine Lewis, Visible Leadership

Defenders and social justice advocates play important roles as leaders and change agents in the justice system. Our ability to be successful in these leadership roles is closely tied to how effectively we communicate. Whether you are proposing a funding plan to a board of supervisors, working with other players in the criminal justice system to address policy issues, or initiating a new program within your agency, how you develop, package and deliver information impacts your chances of success. In this opening plenary session, participants will explore the idea of “strategic communication” – an organizational function encompassing a broad range of activities that, when properly planned and implemented, can assist you in effectively conveying information, building support, influencing policy, and ultimately achieving your organizational goals.

5:15 – 6:30 **INTRODUCING YOUR LEADERSHIP INITIATIVE**

Experienced public defense leaders will facilitate small groups of participants during the conference. In this first small group session, participants will introduce themselves, articulate conference expectations, and begin introducing their leadership initiatives.

6:30 – 7:30 **WELCOME RECEPTION**

THURSDAY, MAY 31ST

8:45 – 10:15 **INTRODUCING YOUR LEADERSHIP INITIATIVE – *CONT'D***

The first critical step in the communications planning process is to clearly define your global objectives (the overall outcomes to be achieved through strategic communications), and your incremental objectives (the smaller wins or “mini-goals” that will make achieving your global objective possible down the line). These objectives must be SMART: specific, measurable, achievable, realistic, and time-delineated. Equally important is understanding the communications landscape in which your communications campaign will take place.

In this small group session, participants will continue introducing their leadership initiatives and will articulate their global and incremental objectives. Participants will also explore the communications landscape for their initiatives, assessing such things as organizational readiness to undertake the initiative, resources needed to support the effort, the sensitivity of the issue being addressed, and other factors that are likely to impact their success.

10:15 – 10:30 **COFFEE BREAK**

10:30 – 12:00

AUDIENCE PROFILING AND DEVELOPING CORE MESSAGES

Lead Presenter: Justine Lewis

Effective, strategic communications focus on tailoring messages to engage the specific audiences that can have the greatest impact on an issue. To be effective, we must “start where the audience starts,” understanding their attitudes, beliefs, values, motivators and barriers. Taking the time to look this closely at your audience will provide the kind of background information that is essential in developing core messages and in choosing the most effective ways to communicate with an audience.

Core messages are closely tied to your objectives, and deliver important information about your initiative. Good messages are brief, pointed, and tailored to your audience; they also motivate the targeted audience to think, feel or act by answering the implicit question “why should I care?” Once developed, the core messages can be fully integrated into your leadership initiative, serving as the words that you actually use in speaking with others, as well as the underlying themes for materials that support your initiative (such as talking points, slogans, fact sheets, letters to the editor, posters, brochures, or newspaper editorials).

In this plenary session, participants will learn a process for identifying a target audience, profiling that audience, and developing core messages that will engage the audience in ways that support your initiative.

12:00 – 2:00

LUNCH BREAK

2:00 – 3:45

PROFILING THE AUDIENCE AND DEVELOPING CORE MESSAGES FOR YOUR LEADERSHIP INITIATIVE

In this small group session, participants will identify and profile the audience(s) that can have the greatest impact on their initiatives. Participants will also develop a “message box” for their targeted audience(s).

3:45 – 4:00

BREAK

4:00 – 5:30 **SHARING THE MESSAGES AND DEVELOPING THE STORIES TO SUPPORT THE COMMUNICATIONS CAMPAIGN**

Lead Presenter: Justine Lewis

Storytelling can be a persuasive means of communicating core messages to your target audiences. Stories can take a number of forms (including narratives, anecdotes, analogies, or parables), and provide a rich context for conveying information across multiple media platforms. A story is more likely to be acted upon than other means of communications because it remains in the conscious memory longer. When used well, storytelling can be a powerful transformational tool, tapping into common values, connecting people, deepening understanding, and, in some cases, serving as a catalyst for action and change.

In this plenary session, participants will examine the art and skill of storytelling as it relates to strategic communication. Participants will learn a process for developing and telling a persuasive story that supports their leadership initiative.

FRIDAY, JUNE 1ST

8:45 – 10:15 **DEVELOPING COMPELLING STORIES TO SUPPORT YOUR LEADERSHIP INITIATIVE**

In this small group session, participants will brainstorm ideas that can be developed into stories that support their strategic communication objectives. Participants will then develop an idea into a story and practice the skill of storytelling.

10:15 – 10:30 **COFFEE BREAK**

10:30 – 12:00 **THE PITCH**

Lead Presenter, Justine Lewis

Anytime you speak with an intent to persuade – whether in person, over the phone, or via email, to one person or to thousands – you are “pitching.” A good pitch is the link between the issues at the heart of your strategic communications campaign, and persuading the audience to do what you want. Pitching is also a way to keep abreast of who is receptive to your ideas, to gauge what barriers exist to persuading targeted audiences, and to engage listeners in conversations of mutual benefit. In this plenary session, participants will learn how to persuasively pitch their ideas and messages.

12:00 – 2:00 **LUNCH BREAK**

2:00 – 3:45 **PITCHING YOUR LEADERSHIP INITIATIVE**

In this small group session, participants will develop a pitch for one of their target audiences, and practice making the pitch.

3:45 – 4:00

BREAK

4:00 – 5:30

THE CAMPAIGN OF CONVERSATIONS

Lead Presenter: Justine Lewis

You've established your global and incremental objectives. You've assessed the communications landscape. You've profiled your audience and developed your core messages. You've even developed stories to incorporate into your communication efforts, and developed a means of persuasively pitching your ideas and messages. So, to whom do you now pitch these ideas and messages? We call this next stage of the strategic communication planning process "mapping the campaign of conversations."

In this plenary session, participants will learn a process for mapping the various stakeholders, decision-makers, and potential partners with whom they may need to communicate to advance their initiative. This process will include:

- Identifying the various persons with whom you may need to communicate (Who has something to gain or lose based on the outcomes of your initiative? Who has the power to give you what you want? Who can aid you in reaching your goals by providing money, expertise, or other resources?);
- Clarifying the purpose of communicating with that person (what do you want from them?);
- Determining the kind of conversation you need to have (Political? Values and benefits? Testing-the-waters? Building support? Collaborative?) and the appropriate venue;
- Assessing what approach would appeal to that person's values or counter his/her limiting attitudes; and
- Determining who is the best messenger.

By analyzing the relative interest stakeholders, decision-makers, and potential partners may have in your initiative, and their relative power to effect the outcome of your communication efforts, you will be able to prioritize the most important contacts you need to make to advance your initiative in the coming weeks and months.

SATURDAY, JUNE 2ND

- 8:45 – 10:30** **TAILORING THE CAMPAIGN OF CONVERSATIONS TO YOUR LEADERSHIP INITIATIVE**
In this final small group session, participants will discuss and plan a campaign of conversations for their initiatives, determining which seven (7) conversations are the highest priority for moving their initiative forward in the first three (3) months of their return to the office.
- 10:30 – 10:45** **BREAK**
- 10:45 – 12:00** **PUTTING IT ALL TOGETHER: ENSURING SUCCESS ONCE YOU'VE RETURNED HOME**
Lead Presenter: Catherine Beane

In this final plenary session, participants will discuss perceived roadblocks within their agencies to implementing new leadership ideas, and strategies for moving forward. Discussion will include group reflection on conference.