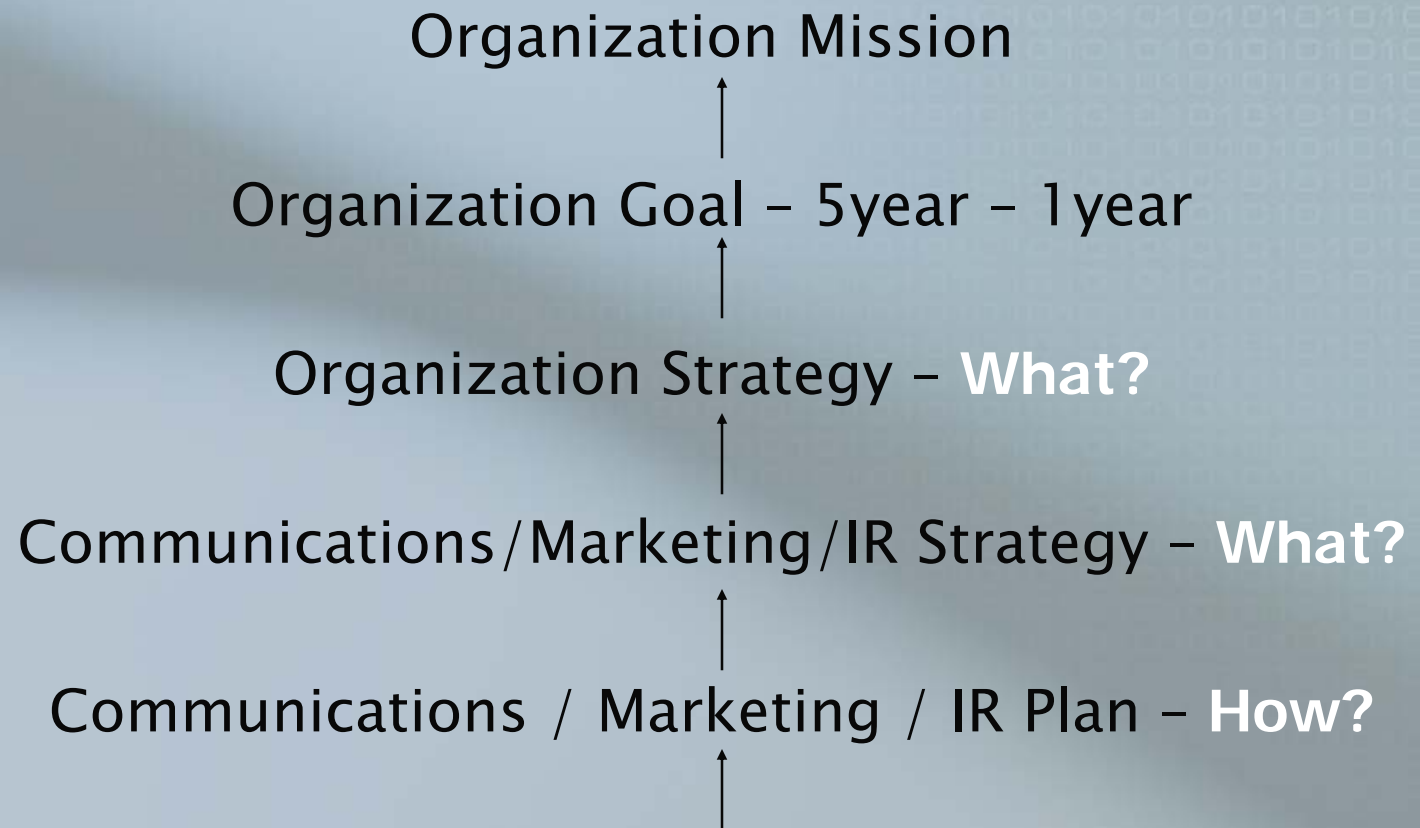


You're More Than an Order Taker:

Selling a Strategic Communications Plan

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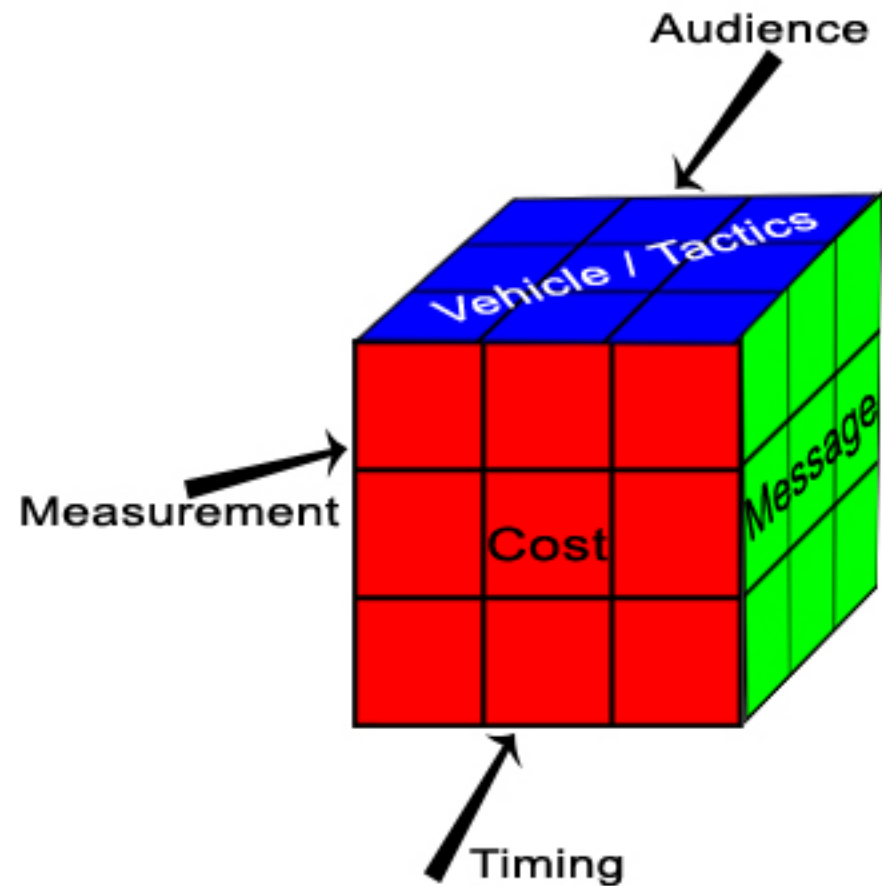
Communications Goal:

Desired Outcome?
Success is?

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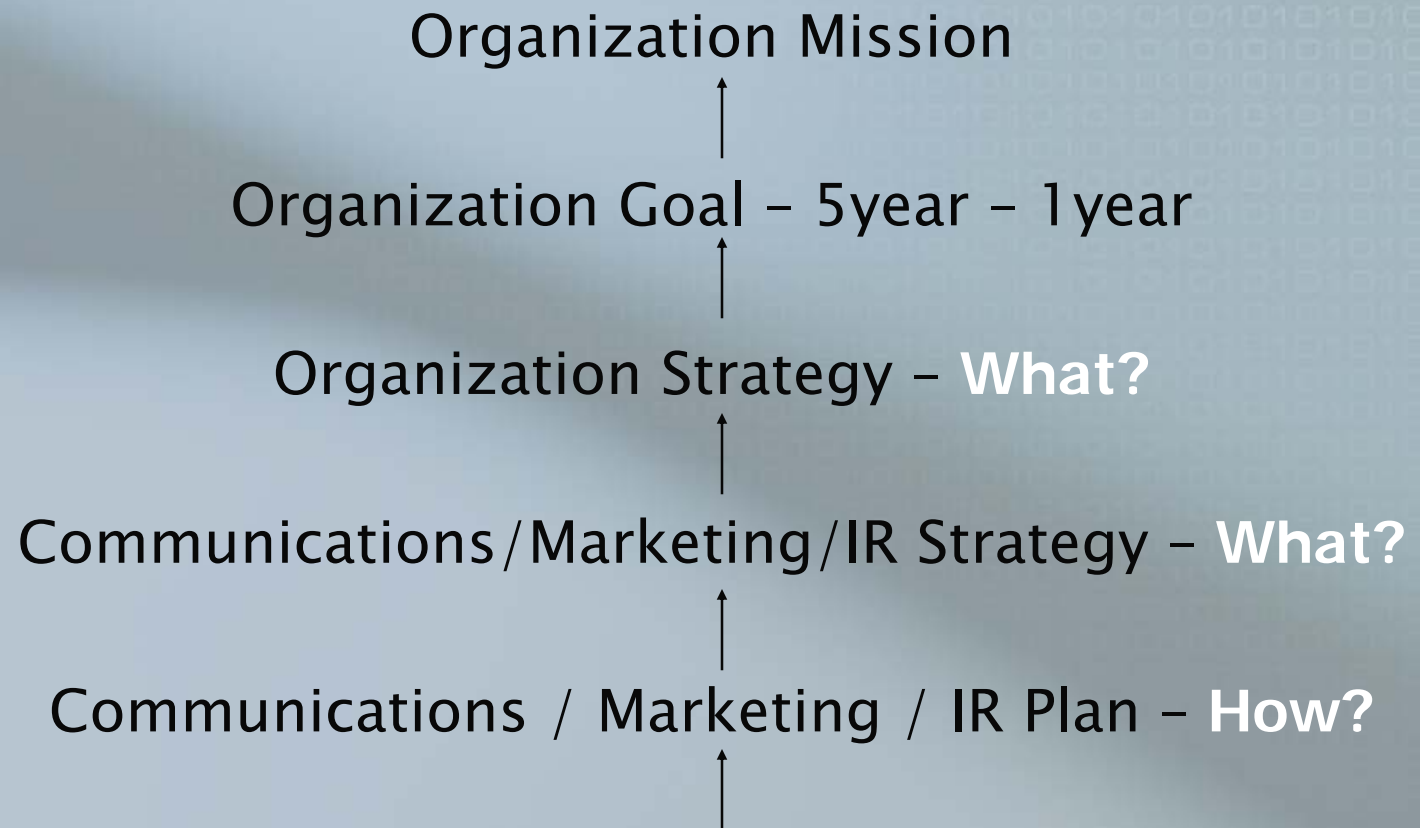
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You're more than an order taker...

- Connecting the dots....
 - Between YOUR activities and the org's mission
- Staying strategic...
- Constantly asking the question
 - Of yourself, your colleagues, your boss, your clients
- How does this tactic/activity serve the organization's yearly/quarterly plan ??

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You're more than an order taker....

- How to do that?
- *Know your org's business...*
- *Know your org's business...*
- *Know your org's business!!!!*

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You're more than an order taker...

- Knowing the business... how to do that?
- Strengths
- Weaknesses
- Perceptions...internal
- Perceptions...external

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You're more than an order taker...

- Connecting the dots every day...

- Org. vision



- Org. plan



- Day-to-day activities

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