



Coffee Talk

BREWING UP INNOVATION AND INSPIRATION

Tips from our session held on May 14, 2015

Gain Attention

Messaging needs to be on point.

- > Change disrupts certainty. Consistent and continuous communications creates certainty.
- > Signal that something is different by doing something different.

Educate

Messages must be both relevant and resonant.

- > Stories outweigh facts — people buy on emotion & justify with facts.
- > Make sure the “why” behind the change is part of your key message.

Motivate/Reinforce

Messages must be focused on providing the tools to succeed.

- > Reiterate earlier messages to help combat the misinformed or nay-sayers.
- > Provide regular progress reports and praise to help cement the action.

The 7 Components of Change

The following must be present to result in successful change. Lack of any one of these will provide a different result.

- ✓ **Vision** (no vision = confusion)
- ✓ **Communication** (no communication = distrust)
- ✓ **Urgency** (no urgency = gradual change)
- ✓ **Plan** (no plan = chaos)
- ✓ **Skill** (lack of skill = fear)
- ✓ **Motivation** (no motivation = compliant)
- ✓ **Resources** (no resources = frustration)

All **7** present = successful change!

Infuse Your Communications with Fun!

Remember, the fun theory by Volkswagen: www.thefuntheory.com

Your video doesn't have to be fancy or animated

A picture is worth a thousand words — share your story on Instagram with a hashtag

Who doesn't love a game or scavenger hunt?



60% of employers deliver messages through mobile apps and portals. That percentage will increase to **95%** by 2018.

WOT's New?

- www.writetarget.com had a makeover!
- You can follow Write On Target and our team on Twitter @write_target
- Join our LinkedIn group — Write On Target
- Sign up for our blog on our website for tips and ideas for your communications

