

10 Keys to Strategic Communications

The ability to “move and/or maintain” public opinion in a world that screams content is as challenging as finding elected leaders who can agree on something. Strategy and messaging that resonates and breaks through the clutter in today’s society are the exception, not the rule. Here are 10 things to consider as you think strategically with your clients.

1. Even if you have only an hour to respond, take a long-term view of every issue.
2. Understand what your customers see, read and hear on a daily basis.
3. Every word is important. Choose wisely.
4. Build your messages on facts, not emotion.
5. Lack of resources? Out-think the other guy.
6. Plan to “move and maintain” public opinion over time, not overnight.
7. Your client’s legal team can be your best friend or worst nightmare. Work toward the former.
8. There is value in holding the media accountable for the facts.
9. Use research.
10. Be passionate about the messages. Stay on message. It’s called message discipline.

