the wheel

Stronger Charities.
Stronger Communities.

PPN

Communication for Success

8 December 2022

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Carol Conway
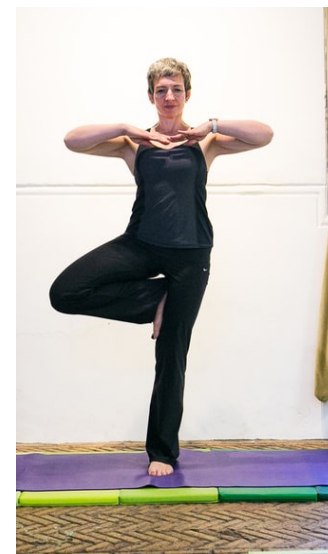
cat.a.lyst (noun)
someone or something that helps
bring about an important change

Setting the Agenda – Communicating for Success

What do I most want to learn?

What challenges am I trying to address?

What's my burning question?

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Key Questions

- Better communication skills

- learn new techniques re how to engage/ re-engage groups from a community development and policy development perspective

- learning what has worked well for others promoting the PPN and encouraging engagement with it

- I manage 4 social media accounts for voluntary groups. I find the settings for insta and FB are always changing. I would love updates on changes when they actually occur

- If communication includes promotion and advertising, a new challenge may be involved with the requirements for Irish Language to be used in 20% of certain communications

- the challenges for me are making the public aware of the role and purpose of PPN and also how to get the local authority to acknowledge and implement their role
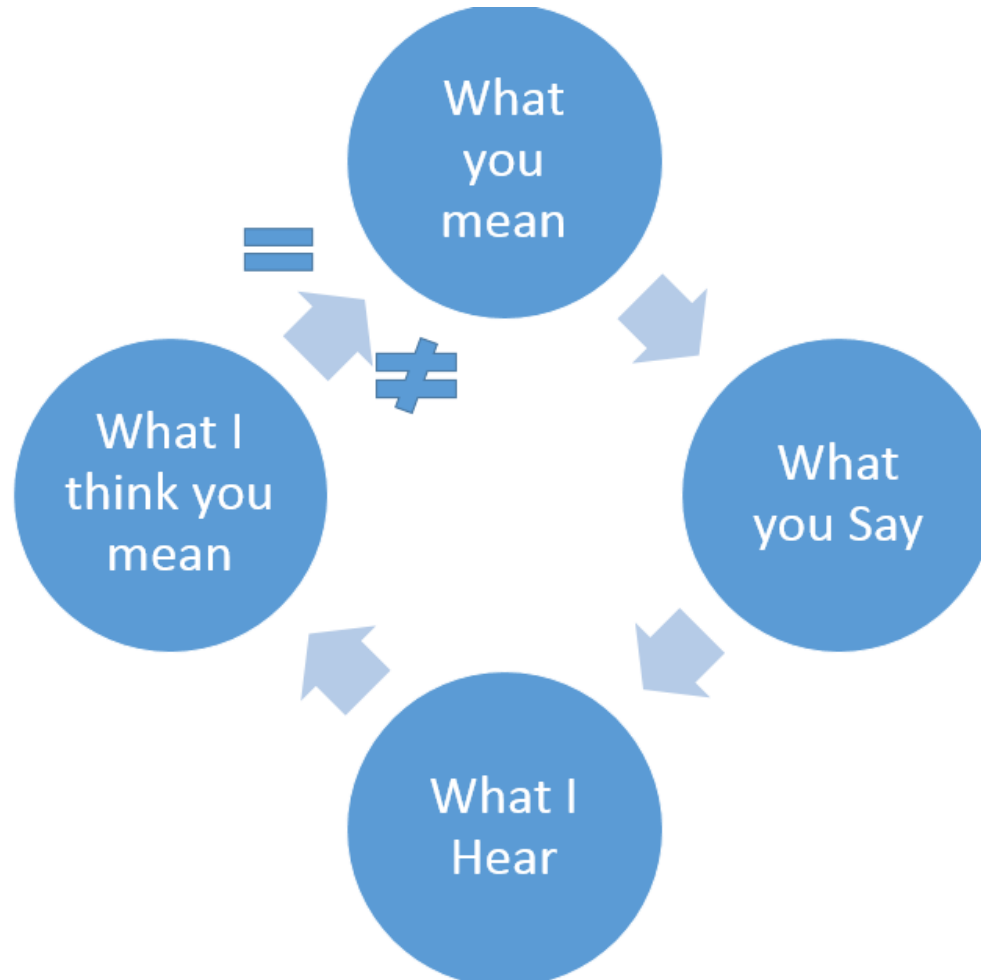
Framing the Question

Purpose

What is the purpose of this conversation/meeting/disagreement?

Clarity

What needs to be clear for this to go well?

Communication Cycle

What you mean

What you Say

What I Hear

What I think you mean

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Improving Communications

- Clear is kind

- Speak to people, not about them

- Start with "I"

- What's the most generous assumption?

- Don't get mad, get curious

- Acknowledge fears & feelings or deal with behaviour

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Leaders must either invest a reasonable amount of time attending to fears and feelings,

OR SQUANDER AN UNREASONABLE AMOUNT OF TIME TRYING TO MANAGE INEFFECTIVE AND UNPRODUCTIVE BEHAVIOR.

dare to lead Brené Brown

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Humanising communication

- Meeting check in (scale 0 -10, word)
- Chat time before/after (in breakouts??)
- Phone calls between meetings
- Introductions (Induction) – who I am, what I bring
- Induction – round of phone calls
- Acknowledge fears and feelings "this is hard"
- Curiosity as a superpower

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Conflict!

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cat.a.lyst (*noun*)
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Generous Assumptions

Clear is Kind

Body & Breath

Speak to people, not about them

Don't get mad, get curious

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Links to Resources

- I referenced Brené Brown's work on Daring Leadership, which is accessible both through her **book** and **podcast** of the same name "Dare to Lead"

- I shared insights from Harriet Lerner's research on the effects of anxiety, some of which she includes in this **blogpost**

- In terms of prioritizing Purpose, I mentioned "Start with Why" by Simon Sinek, who also has a range of resources on his website

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Shared Resources from Chat

- Wicklow Disability Access and Inclusion Toolkit for Community Groups . The toolkit aims to support local community groups and clubs to be accessible to and inclusive of people with disabilities. The toolkit offers practical advice for groups and clubs to help them make their facilities and meeting spaces as accessible as possible. It also provides tips for groups in relation to making their communications accessible. Information is also provided on how to plan for inclusiveness in the operations of the group, including the management of the group, and in planning for activities, events and outings. Here is the link to access the toolkit on our website

- For printed communication I think NALA is a great organisation to ensure it's plain English

- In CavanPPN we started developing short animated videos to help educate members

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