



COMMUNICATIONS LEADERSHIP INSTITUTE

## **CLEAR: Communicating for Leadership, Effectiveness and Results Executive Training Program**

### **2009 Session One Agenda**

*Please Note: Sessions and Presenters are Subject to Change.*

#### **Session 1: Elements of Strategy (March 11-13)**

*In the first of our three training retreats, we'll focus on communications as an extension of your program strategy. We'll introduce new tools and ideas to ensure that you are well-prepared to help your group become a communicating organization with focused goals and clear messages that engage your most important audiences.*

*\*Note: All meetings and meals will take place in the Stateroom of the Doubletree Hotel unless noted.*

#### **DAY ONE (Wednesday 9am-5pm)**

##### **9:00am – 9:30am Welcome and Introductions**

Kristen Grimm, founder of the Communications Leadership Institute and president of Spitfire Strategies welcomes you to the session and provides an overview of the 2009 program. During this session, you will be introduced to your training team, handpicked with the needs of this unique group in mind, and have a chance to meet your peers that will be with you throughout the course of the training program. You will also be introduced to the Communications Command Central, a comprehensive communications planning tool that participants will complete during the three-session program and use to guide future communications efforts. You will return to this tool throughout the training as you complete various pieces and also work with your staff between sessions to revise as needed.

##### **9:30am – 12:00pm Strategy Session: The Fundamentals of Brand Strategy and Promise**

"Brand" and "Branding" are two of the most overused yet misunderstood words in communications today. This is unfortunate because a clear brand strategy is one of the most powerful tools for creating lasting impact. Branding veteran Alexis Sanford will introduce you to the basics of branding - what it means, how to use it, and why it matters more than ever for organizations to understand how to use brand strategy to their fullest advantage. This highly interactive session is designed to help you articulate the fundamental elements of your organization's identity by considering 3 simple questions: who are you, what do you do, and why does it matter?

##### **12:00pm – 1:00pm Lunch**

##### **1:00pm – 4:30pm Strategy Session: Smart Chart™ Communications Planning Tool**

CLI Founder and Spitfire Strategies President Kristen Grimm introduces the Smart Chart, Spitfire's signature strategic planning tool designed to help you create a successful

communications plan that dovetails with your organization's broader strategic plan. Participants will then work with CLEAR coaches to begin to complete their own Smart Charts.

**4:30pm – 5:00pm Closing, Questions, and Reflections on the Day**

**5:00pm – 6:30pm Networking Reception – Restaurant Lounge**

Join your colleagues and members of the CLEAR training team for refreshments.

**DAY TWO (Thursday 9am-4:45pm)**

**9:00am – 12:00pm Strategy Session: Target Audience and Messaging**

Kristen Grimm dives back into the Smart Chart. During this session, she will guide the group through some strategic decision making around audience targets and value identification, then move into a messaging workshop that will allow participants to craft messages in real time. The CLEAR training team will be on hand to work with you one-on-one and troubleshoot any issues that arise as you work through your message boxes.

**12:00pm – 1:00pm Working Lunch with Executive Training Alumni**

During this working lunch break, CLEAR alumni will join the group for an informal discussion about the program, a discussion of key takeaways and learning from past sessions and personal insights on making the most of this opportunity.

**1:00pm – 2:30pm Break Out Sessions**

*The group will be split in half and rotated through two skills-building workshops. The smaller class size ensures more one-on-one time with trainers to work through participants' unique challenges.*

**Management Session: Getting Your House in Order – Chairman's Room**

Dennis Poplin discusses strategies for breaking through the communications challenges within your organization and developing strategies to make the most of existing resources. Dennis will also give you strategies to keep all of your messengers on message, and establish systems of maximizing your in-house communications capacity.

**Skill Session: The Elevator Speech – Stateroom**

You find yourself in an elevator with your biggest funder – or seated on an airplane next to the chair of the committee that's considering your bill – what do you say? Rich Neimand of Neimand Collaborative works with participants to craft a compelling way to describe your organization – including mission, goals, accomplishments and immediate needs – in three minutes or less. You'll then get a chance to test your elevator speech with colleagues and trainers and hear tips on how to improve them.

**2:30pm – 2:45pm Break**

**2:45pm – 4:15pm Break Out Sessions Rotate**

*Participants rotate to the next small group break out session.*

**4:15pm – 4:45pm Closing, Questions, and Reflections on the Day**

**6:00 p.m. Networking Dine Arounds**

Participants are encouraged to dine with fellow participants at one of several local restaurants where a group reservation has been made. Sign-up during lunch.

## **DAY THREE (Friday 9:00am – 1:30pm)**

### **9:00am – 9:30am Strategy: Taking It Home & Communications Command Central**

As we head into the last day of session one, we've reserved time for you to meet with coaches to begin discussing your technical assistance needs and to update your Communications Command Central.

### **9:30am – 11:00am Electives: Skills Sessions**

*Please select electives in advance by signing up for the sessions you would like to attend at the registration table.*

- **Audience Research: Who are you talking to?** – *Congressional Room*  
Bonnie McEwan from Make Waves: Impact Marketing for Nonprofits explains the use of audience and issue research, how to determine what people care about, and how to get the biggest bang for your buck on a variety of budgets. Learn the best ways and times to analyze and use available online research, polling and focus groups for strategy, fundraising and messaging.
- **Writing for Results** – *Director's Room*  
It's an informational device, it's a persuasive tool, it's a cheat sheet and a calling card – the venerable one-pager is the Swiss Army Knife of collateral materials and your best buddy in an important meeting. Whether you're taking the lead on writing or editing a colleague's draft, this session with Spitfire Strategies' Hollis Calhoun will offer tips for building an effective one-pager. The session will offer work time and one-pager templates, so a laptop computer is encouraged. If you have a one-pager, bring it along in print or electronic form, and apply the session's tips with an editorial eye.
- **Evaluating Your Online Communications** – *Stateroom*  
You have a Web site; you send out email - maybe even have a blog, or Facebook page. Is it working? How would you know? What are the hallmarks and benchmarks of effective online communications and how many do you have? Heather Cronk, Training Director of the New Organizing Institute will walk you through the tools and strategies to analyze your online presence and help you think about strengthening what works and changing what doesn't.
- **Study Hall** – *Chairman's Room*  
A perfect session for those of you who are anxious to put your new knowledge to work right away, this session will give you an opportunity to spend some quality time with the CLEAR training team. Kim Johnson will be on hand to work with you one-on-one as you apply your new communications skills, tools and knowledge to your work back home.

### **11:00am – 11:15am Break**

### **11:15am – 12:45pm Elective Sessions Rotate**

*Participants rotate to their next selected small group break out session.*

### **12:45pm – 1:30pm Closing, Evaluations, and Reflections on the Training**

### **Training Adjourns**

*Boxed lunches are available.*