

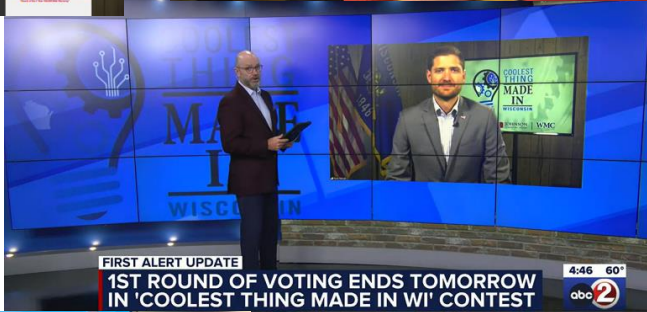


Slips of the Tongue: Communicating as a Safety Professional

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INTRODUCTION



AGENDA

Communications 101

Crafting a Message

Crisis Communications

Tips & Tricks

Key Takeaways

COMMUNICATIONS 101

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Before communicating a message, you must ask yourself:

Who

What

Where

When

Why

COMMUNICATIONS 101

Who is the audience?

- Employees (safety staff vs. non-safety staff)
- Customers
- Media/Public
- Someone else?

Who should deliver the message?

- Safety Director vs. Management/CEO

COMMUNICATIONS 101

What is the message you are trying to deliver?

- Decide what you should say
- Importantly, what should you **NOT** say?
- Draft talking points to stay on message
- Prepare answers to questions you may get from your audience
- Determine key takeaways for your audience...and **repeat them**

COMMUNICATIONS 101

Where is the best place to deliver your message?

- In Person (speech, one-on-one, etc.)
- Virtually (Teams, video clip)
- Email/Press Release
- Media Interview
- Sometimes it is **all the above**

COMMUNICATIONS 101

When do you need to deliver your message?

- Immediate Response
 - *Was there a safety incident?*
- General Information / Regularly Scheduled Meeting or Event
 - *Weekly safety talk?*
- **Proactive vs. Reactive?**
- What medium fits your timeframe?

COMMUNICATIONS 101

Why does your audience need to know what you are telling them?

- Create buy-in
 - *Will you save their life or prevent serious injury?*
- Make it relatable: **Personal Stories vs. Numbers/Statistics**
- If there is a problem, provide a solution

CRAFTING A MESSAGE

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Know the Medium

- Speech
 - *Captive audience*
 - *Longer timeframe allows for more detail*
 - *But...**don't dilute key message***
- Video
- Media Interview
 - *Narrow message to a soundbite*

CRAFTING A MESSAGE

Talking Points

- What are your **three main points**?
 - *Provide supporting information to each point*
 - *What should the audience leave knowing?*
- What does the audience know about you?
 - *Creditability*
 - *Does the audience know why **YOU** are speaking?*
- Call to action

CRAFTING A MESSAGE

Scenario #1: Delivering a Speech

- Long-form delivery (up to 1 hour)
- Captive audience – do they already have buy-in?
- More time to support **three main points**
 - *Reinforce key takeaways with **personal** anecdotes*
- Other tools available?
 - *Power Point, props, other speakers, etc.*

CRAFTING A MESSAGE

Scenario #2: Video

- 1-3 minutes
- Only have an iPhone? No problem!
- Benefits:
 - *Taped: Re-record and edit to perfect message*
 - *Tailor multiple videos to different audiences*
 - *Graphics to support talking points*
 - *Easily shared with audience anywhere*

CRAFTING A MESSAGE

Scenario #3: Media Interview

- Tailor messaging to style of interview
- **Live TV:** Up to 5 minutes, responses 30 seconds
- **Live Radio:** Up to 8 minutes, responses 45 sec to 1 min
- **Taped TV/Radio:** 10 second soundbites, repetition
 - *Stop and start an answer again, if needed*
- Answer the questions you want to be asked
 - *Find a path to **get back to your talking points***

CRISIS COMMUNICATIONS

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Assess the situation

- What is the problem?
- Where are the threats coming from?
- **Is a response needed?**
 - *Example: Don't send out a press release because someone made a comment on Facebook.*
- Who should respond? And how?
- Appoint a decision maker...you will need one.

CRISIS COMMUNICATIONS

Communicate your message to the **right** audience(s)

- Hoping a story goes away is not a strategy, so...
- Develop talking points and supporting information
- Provide **facts** about the situation to your audience
- Apologize (if it is called for)
- Talk to an attorney...maybe
 - *Note: legal advice and PR advice may not align, which is why you need a decision maker*
- Offer solutions

CRISIS COMMUNICATIONS

Track the response

- Determine the metrics by which to measure the success of your response
- Is there more you should be doing?
- Are there **additional threats** coming?
- Are you implementing solutions to the problem?
- Did you communicate to the right audience(s)?

CRISIS COMMUNICATIONS

Rebuild the brand

- Implement strategies to avoid a repeat of the crisis
 - *More training, better equipment, etc.*
- Acknowledge the problem and crisis, but then **move on**
- Return to your mission and vision
 - *Nothing shows a crisis has passed more than getting back to normal*
- When appropriate, tell your story to the right audience

TIPS & TRICKS

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“It is not always what you say, it is how you say it.”

- Outfit should match the situation
 - *Don't wear high heels to a construction site*
- Project your voice
 - *Standing is better than sitting*
- Make eye contact
- Do not rush your speech
- **Smile** (if appropriate for the moment)

TIPS & TRICKS

Ummm...

- Eliminate filler words (practice in everyday speech)
- **Reinforce and repeat** your three main points
- Compose your message to match the audience
 - *Are you talking to experts in the field or the general public?*
 - *Are you using acronyms that people know?*
- Personal stories should backup data...and vice versa
- **Practice**

KEY TAKEAWAYS

TIPS & TRICKS

Remember:

- Ask yourself the five W's
- Craft a message
 - *Know your audience & the medium being used*
 - *Draft talking points*
 - *Don't forget a call to action*
- Practice

CONTACT INFORMATION

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