The Performance Institute

Strategic Communications

Consulting and Training Services Available

Using Effective Messages and Outreach to Achieve Organizational Goals

In government and non-profit organizations, developing and implementing effective messages and communications strategies has often been downplayed or totally overlooked. Yet, the strategic use of messages, public affairs, and communications tactics is vitally important for achieving most government and non-profit missions today.

The Performance Institute assists government programs and non-profit organizations in the development and implementation of strategic communications plans that directly contribute in measurable ways to the organizational mission and goals.

1. Strategic Communications Plans

The first step in harnessing the full potential of communications is to devise a strategic approach in linking the role of messages and outreach and achieving specific program goals. PI's expertise is in aligning communications with specific and measurable organizational goals—through the development of a comprehensive strategic communications plan that contains the most potent messages and communications tactics to reach target audiences. These plans include:

- **Outcome Goals**: Linking Communications to Organizational Goals
- **Intermediate Outcome Strategies**: Reflecting PI's use of groundbreaking methodologies on public values, stages of public judgment, and communications styles
- **Performance Measures**: Tracking message delivery and resonance

2. Values-Based Message Development

For years, savvy PR firms have used "values" in developing messages that resonate with target audiences for the private sector. Values are the underlying hopes, aspirations, emotions, and assumptions made by your audience on a particular issue. The Institute helps to analyze the values of your target audiences and develop values-based messages that will resonate. This process takes into account the "Seven Stages of Coming to Public Judgment" that are critical to understand and to incorporate into government and non-profit communications.

(Over)



The 7 Stages of Coming to Public Judgment



Source: Daniel Yankelovich

3. Internal Communications Planning

Communications professionals are often called upon to participate in organizational change management processes. The development of a communications process for conveying information to agency employees is as important as a process promoting communications with external stakeholders. PI will assist with the development of a process to ensure effective internal communications promoting employee morale and enhancing organizational performance.

4. Message Delivery and Implementation

Messages have to be targeted at the right audiences using cost-effective vehicles. This requires the use of a broad array of intermediaries—well in addition to the general media. PI's expertise in message management assists government and non-profit agencies with the selection and implementation of the most potent communications tactics designed to produce the greatest impact among target audiences.

5. Grassroots/Coalition Strategies

Government and non-profit agencies are challenged to reach constituents and targeted groups with diverse values and communications styles. Moreover, cultivating and maintaining support for agency programs requires time and resources. Communications plays a critical role in mobilizing support at the grassroots and coalition levels. PI can assist in the development of strategies for the effective management of grassroots programs and maintenance of coalitions.

6. Stakeholder Dialogue Facilitation

The consideration of multiple perspectives of a government or non-profit program is critical to the development of effective communications. PI will facilitate stakeholder dialogue sessions bringing together internal and external stakeholders to ensure the integration of multiple perspectives in the organization's strategic communications plan.

Expertise in Strategic Communications to Address Unique Government and Non-Profit Needs

As an organization dedicated solely to assisting government and non-profit organizations, the Performance Institute's expertise in strategic communications for government and non-profits is unmatched. PI's educational programs keep it on the cutting edge of communications management—with thousands of government and non-profit managers attending PI conferences and training sessions addressing the latest innovations in communications. Moreover, PI staff have extensive experience in not only strategic communications, but also in performance management for government and non-profit entities.

7. Crisis Communications

At times, government agencies and non-profits are called upon to address difficult issues and respond to crises. As such, they need to have on hand a crisis communications plan to address the issues and concerns of agency employees and the American public. PI can assist with the development of a plan integrating targeted messages for responding to crises and allaying public concern.

8. Communications Performance Measurement and Evaluation

Recognizing the need to evaluate the effectiveness of communications initiatives to make informed resource allocation decisions, PI will ensure the development of a system for measuring the performance of both internal and external strategic communications initiatives. Using a Logic Model methodology, PI integrates performance measures to keep the communications initiative on track, on time, and on budget.

By integrating internal and external communications strategies in program planning, government and non-profit agencies can ensure the contribution of communications processes to the attainment of mission goals.

GSA FSS Contractor

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Free One-Hour Consultation

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