



***How to
Become a
Strategic
Communicator***

This is a training tool developed by IDRC

Topics



- Communications: The Big Picture
- Building a Communications Strategy

Communications: The Big Picture



Communications: The Big Picture



What is Communications?

- Press release?
- Face-to-face conversations?
- Video?

Communications: The Big Picture



Why is Communications Important?

- A valuable and essential tool
- Think strategically

Communications: The Big Picture



Strategic Communications

- Beyond dissemination
- Creates engagement
- Makes a difference

Communications: The Big Picture



Communications for Development

- Selling research or a **Rolex**?



Communications: The Big Picture



Communications at IDRC

- A corporate imperative
- Communications in the Corporate Strategy and Program Framework 2005-2010

Communications: The Big Picture



“IDRC will direct resources to staff and research partners to develop and use a range of targeted communication tools and strategies so that the research we support can influence policies, practices, and technologies that contribute to sustainable and equitable development and poverty reduction.”

Communications: The Big Picture



Communications Begins with Project Planning

- At the beginning, not at the end
- Budget

Communications: The Big Picture



Strategic Thinking Revisited

- Analysis
- Focus on the big picture
- Channels of communication
- Key stakeholders

Building a Communications Strategy



Building a Communications Strategy



Key Elements of a Communications Strategy

- Context
- Strategic considerations
- Objectives
- Target audiences
- Messages
- Tactics and tools
- Evaluation

Building a Communications Strategy



The Context

- Economic, social, and political environment
- Media scan
- Trends in public opinion
- Historical context
- Corporate culture and goals

Building a Communications Strategy



Strategic Considerations

- Anticipate change
- Risk analysis
- SWOT

Building a Communications Strategy



Objectives

- Set your goals
- Make them SMART
- Be realistic
- Never work backwards

Building a Communications Strategy



Target Audiences

- Who do we need to talk to?
- Start local and go global
- Audience research

Building a Communications Strategy



Messages

- Revisit objectives
- Three to five key messages
- Keep them succinct and simple
- The “sticky message”

Building a Communications Strategy



Tactics and Tools

- Fit with the objectives
- Adapt for specific audiences
- Short-term and long-term

Building a Communications Strategy



Reaching Government Decision-Makers

- Policy briefs
- Face-to-face
- Through media
- Through knowledge multipliers
- Through the general public

Building a Communications Strategy



Working with Partners

- Why is it important?
- Ways to encourage them

Building a Communications Strategy



Evaluation

- Why
- What
- How
- Build in evaluation at the start
- A communications strategy is organic

Building a Communications Strategy



In Brief

- Analyze the context
- Set objectives
- Think of your target audience
- Write succinct messages
- Determine tactics
- Evaluate

How to Become a Strategic Communicator



And if you do that...

Congratulations!

You are a strategic communicator.

How to Become a Strategic Communicator



- Communication Strategy Template
- Context
- Strategic Communications
- Objectives
- Target Audiences
- Messages
- Tools and Tactics
- Evaluation



In Summary



Checklist