

# Communication Planning for Innovation in Education

*Webinar Prepared for July 18, 2019*

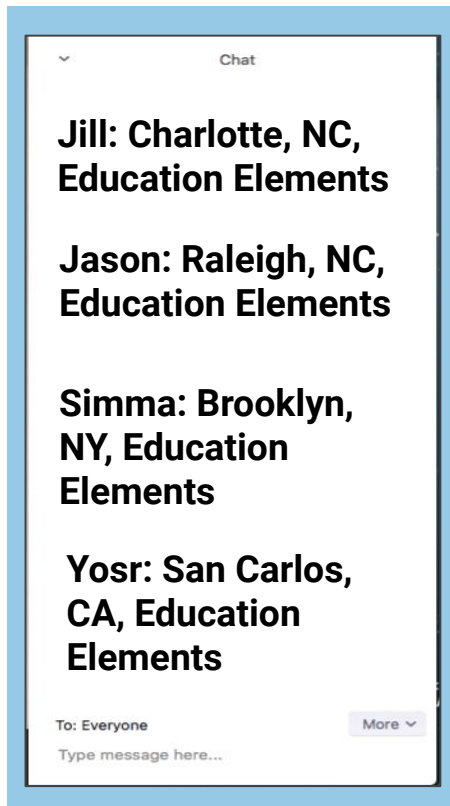


# We'd love to get to know you!



On the toolbar, select the **chat** icon and type your:

- (1) Name
- (2) Location
- (3) District or Company



# What are our objectives for today?



**Yosr**

## Plan + Align

### Start with the WHY

*How to build a team of storytellers*

@YosrNajjar



**Simma**

## Foundations

### Build Community Buy-in

*How to understand your audiences + invite them in*

@Simma\_Reingold



**Jason**

## Design

### Manage Continuous Change

*How to build strategic leadership throughout the change process*

@bedfordtweet



**Jill**

## Reflect + Iterate

### Share Your Success

*How to customize messages for audiences to continue momentum*

@edu\_thompson

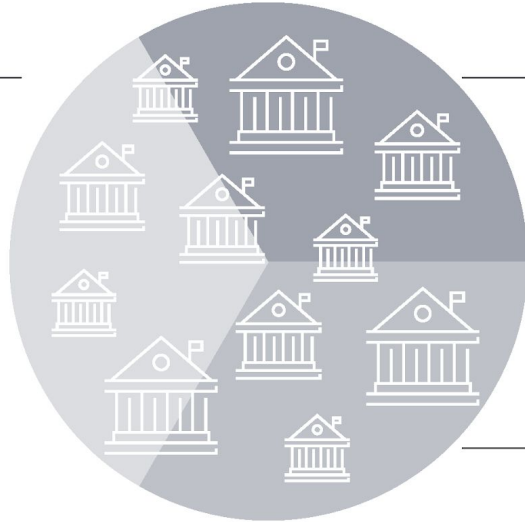
Over the next 45 minutes, we will highlight consulting tools and protocols that can be leveraged immediately regardless of what implementation stage you are at currently.

# What does Education Elements do?



## CONSULTING SERVICES

We have a proven methodology focused on student-centered learning, developed through our work with more districts than any other consulting firm.



## TOUCHPOINT

Remote project management tools to increase efficiency, improve project execution and keep teams on track.



## TOOLKITS

Capsules of resources to assist leaders and teachers design and implement new solutions, with limited consulting support.



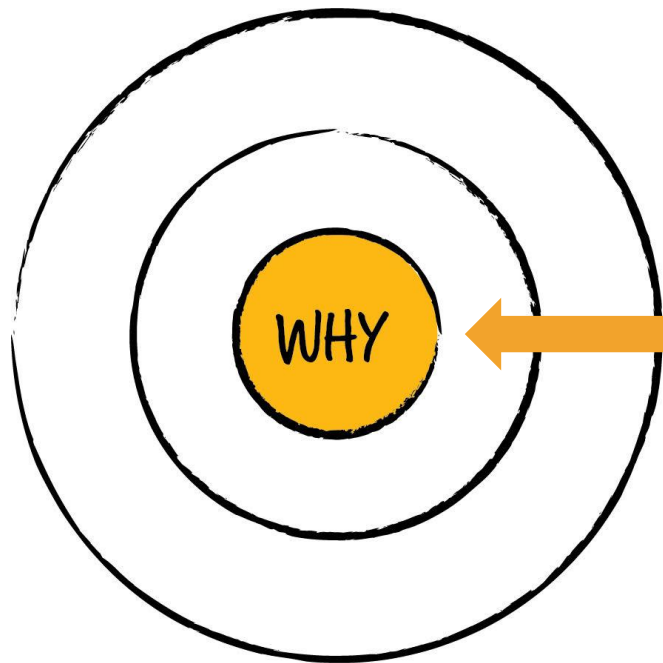
## ONPOINT

Provides benchmarks to, understand and track progress over time, driving districts to focus on what's driving their success and what's holding them back.

# Plan & Align

Start with the WHY

*How to build a team of storytellers*



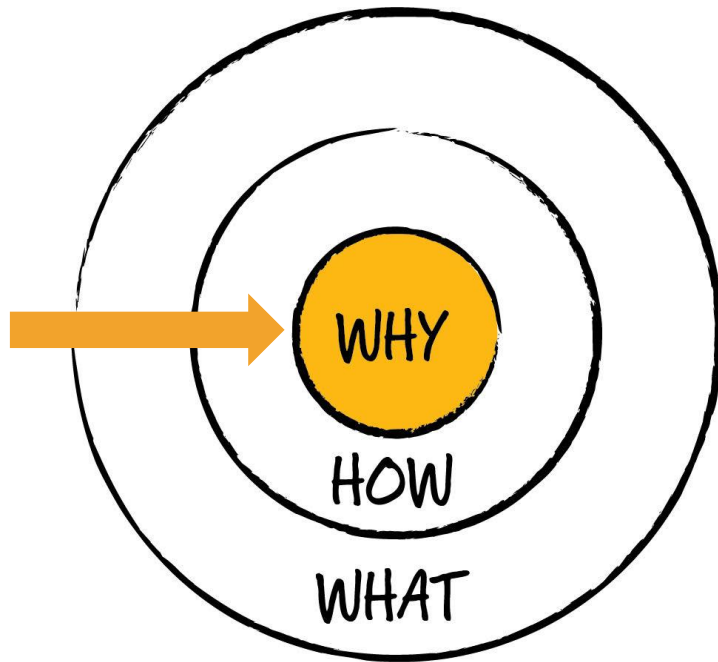
The **purpose**, cause of belief, the reason we are motivated to do something, the reason why an organization exists, or we are compassionate for something.

*What is the reason why you do what you do?*

*What is the reason you wake up every morning and go to your office or your school?*

**WHY** Your PURPOSE

*Your motivation?  
What do you believe?*

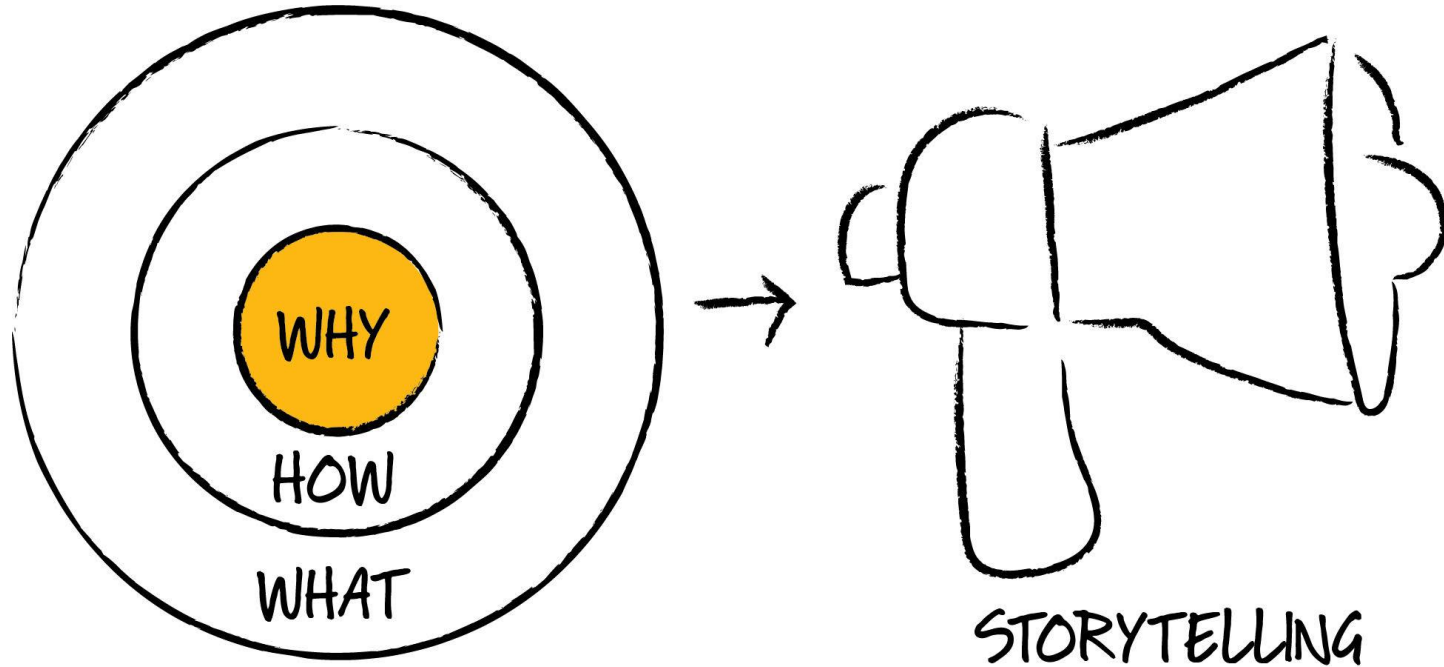
**HOW** Your PROCESS

*Specific actions taken to  
realize your why*

**WHAT** The RESULT

*What do you do? The  
result of why. The proof.*

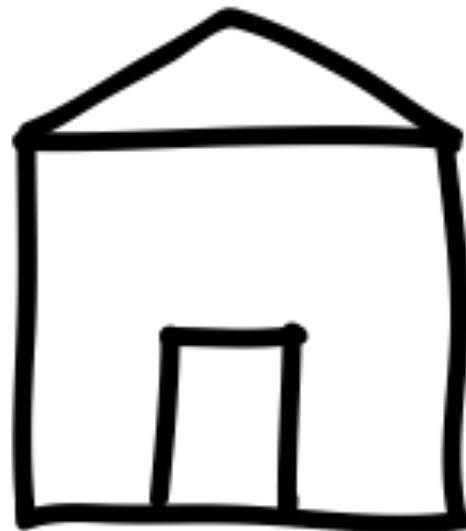
**ACT, THINK & COMMUNICATE FROM  
THE INSIDE OUT!**







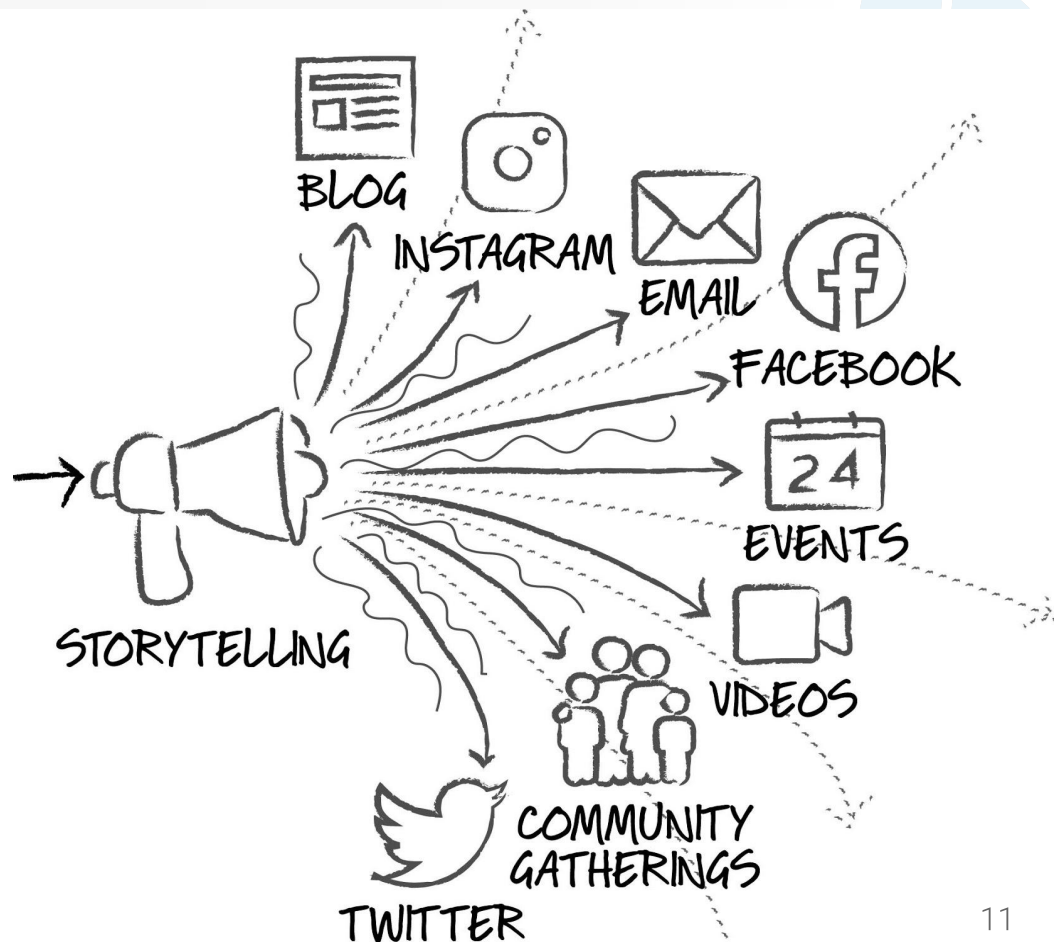
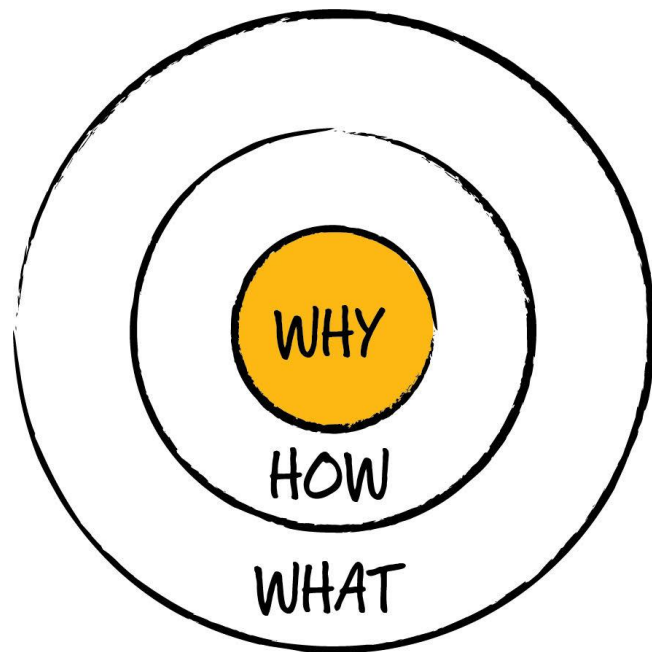
*"Everyone loves a great story!" <3*



*"Every school has a story. And everyone who comes in contact with your school comes away with that story. So what story does your school tell? Is it the one you want told?" - Dr. Joe Sanfelippo*



- Always start with the **WHY**: Find your golden circle
- Use your **WHY** to create emotional appeal - personal examples, humor
- Keep the story clear and concise
- Set the right framing for your story - keep your audience and their needs in mind
- Be consistent and authentic
- Use all your communications channels to get your story out there





- Go to <https://padlet.com/yosr/Why>
- Write down 2-3 reasons why you want to implement the XYZ initiative in your district or school
- Homework: Start to develop your own  
“Why I do what I do”
- Homework: Consider (or create) your vision of a graduate and connect it to the initiative that you are implementing or about to implement.

## Additional Resources:

- [Is Marketing your School District a Thing?](#)
- [Simon Sinek - Start With Why - TED Talk](#)
- [The ultimate guide to storytelling](#)
- [How to create a vision](#)

# Foundations

## Build Community Buy-in

*How to understand your audiences  
+ invite them in*



Should we invite \_\_\_\_\_ to be involved in our steering committee?

How can I make sure that we don't alienate \_\_\_\_\_ in this process?

How should I get the word out about this new initiative to \_\_\_\_\_ ?

\_\_\_\_\_ has been invited to all of the meetings but still won't lead the change across her team!



a **STAKEHOLDER** is a person with an interest or concern in your work

- Engaging stakeholders throughout an initiative is a key factor of success
- Ultimately, the goal is to build collaboration and facilitate communication across your team and the stakeholder groups to ensure the successful adoption of a change and/or solution from the initiative
- Activities include:
  - Stakeholder analysis to identify all impacted stakeholders, assess their interest/influence and highlight their communication needs
  - Engage stakeholders through activities, events and communications
  - Refine and improve your approach through feedback

# How do you categorize your stakeholders?



To help prioritize and determine the most appropriate approach for engaging with stakeholders, try using an

## Engagement Matrix

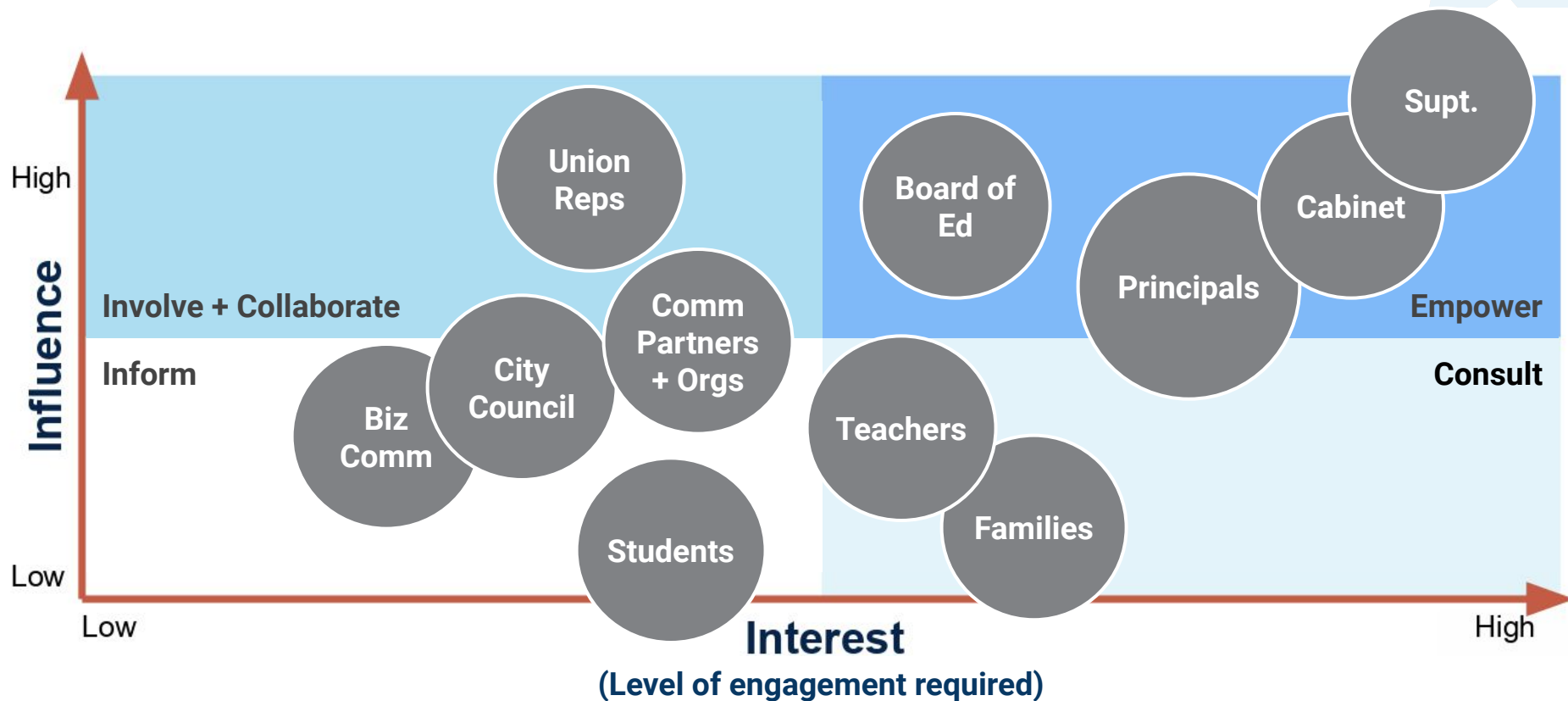


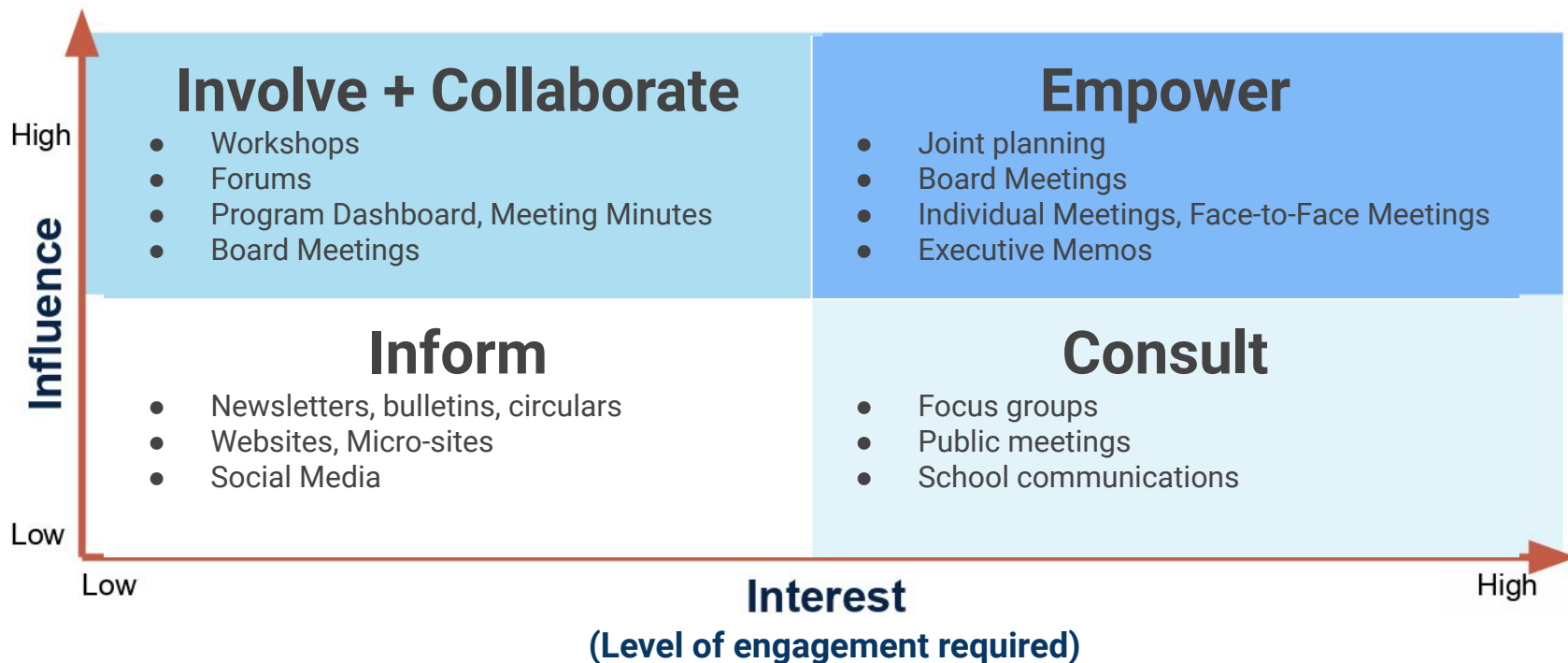
### **Reminder!**

*Not all stakeholders require the same involvement and communication*











1

**Make a list of  
stakeholders**

2

**Plot the stakeholders on  
the matrix**

3

**Plan communication  
strategies**

### Reflection Questions

- Which stakeholders have you prioritized in the empower quadrant?
- Which stakeholders did you have trouble placing in a quadrant?
- What patterns did you notice? In which quadrant are most of your stakeholders?
- Which group are you most concerned with engaging successfully?

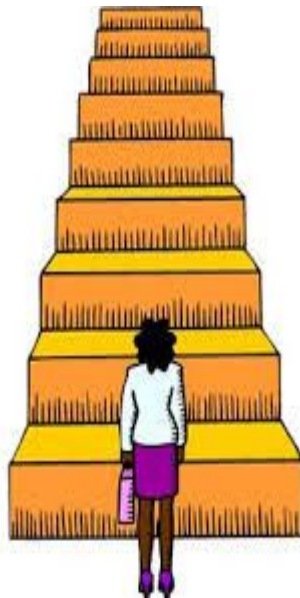
# Design

## Nurture Continuous Change

*How to build strategic leadership  
communications throughout the change process*



**Know what the wins look at each step, identify, celebrate, and socialize.**



### **Focus on the people, not the project**

- **Visible Impact**
- **Credible Context**
- **Diversify Ownership**
- **Implications = momentum**

Influence perception and help others see past impediments to possibilities through

Leverage a communication guru who is effective at storytelling. Consumable content



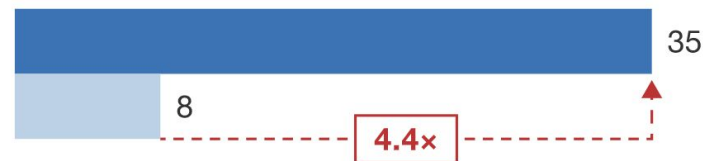
**Communicating about progress is directly linked to long term success of change.**

### Success rate of transformations<sup>2</sup>

The **senior-management team communicated openly** and across the organization **about the transformation's progress and success**



The **senior-management team communicated openly** and across the organization **about the transformation's implications for individuals** in their day-to-day work



**Leaders used a consistent change story** to align the organization around the transformation's goals



[McKinsey, April 2015](#)



**Prepare for  
innovation and  
adoption cycles  
Focus your  
communication  
on the road  
ahead and  
reinforce the  
“why”**



**Intentional Signals**

**Enable the Next Segment**



**Cohesive Connections**



**How do you plan  
for interaction with  
stakeholders?**

**Communication  
that supports  
teams through  
continuous change.**

Model for Managing Complex Change



Adapted from Knoster, T. (1991) Presentation in TASH Conference. Washington, D.C. Adapted by Knoster from Enterprise Group, Ltd.





## WE HAVE A PLAN...

The communications plan will be executed in four phases to support the mission and outcome goals of the District's personalized learning model



PL COMMUNICATIONS PLAN • MAY 2019

- 1 WHY WE COMMUNICATE**  
Goals
- 2 HOW WE COMMUNICATE**  
Our role
- 3 WHAT WE COMMUNICATE**  
Messages
- 4 WHEN WE COMMUNICATE**  
Phases
- 5 WHAT WE NEED TO COMMUNICATE**  
Next steps

# Try Building a Project Plan Canvas



**OUTCOMES** | *Why are we doing this project?*

**SCOPE** | *What will we achieve? What will NOT be achieved?*

**SMART GOAL(S)...** | *What does "success" look like?*

**ACTIVITIES, MILESTONES, DELIVERABLES, COMMUNICATION** | *What are the high-level activities and milestones?*

*Activities = grouping of similar tasks that need to be done in order to achieve a milestone*

*Milestone = a significant point in the project usually marked by the start or the end of an activity*

*Deliverable = the product/service/artifact that will be delivered upon completion of each phase or at the end of the project*

*Communication = story capture and storytelling. What modes and mediums will be best for sharing?*

**CORE TEAM** | *Who is dedicated to this project? Who is accountable?*

**STAKEHOLDERS** | *Who else needs to be involved in the work? Who needs to be informed?*

**WINS TO CELEBRATE** | *What are the wins? What are the look fors that identify progress? How will we celebrate and share?*

# Reflect + Iterate

Share Your Success

*How to customize messages for audiences to continue momentum*

# Communicating Across Stakeholders

- 1st grade math teacher
- 2nd year teaching
- Works at a Title 1 school



- Parent of a 7th and 10th grade
- Went to the same schools as his kids
- Involved with PTA

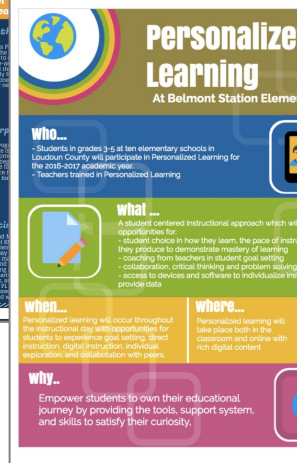
- 10 years as the director of ELA department
- Starting Balanced Literacy Initiative
- Very Busy with meetings

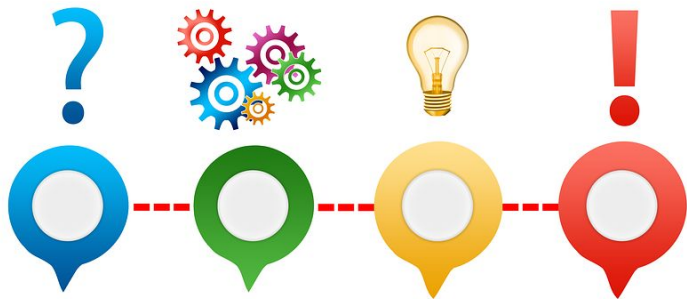


- Principal from another district
- Rural District
- Wants to know what you are doing in your district



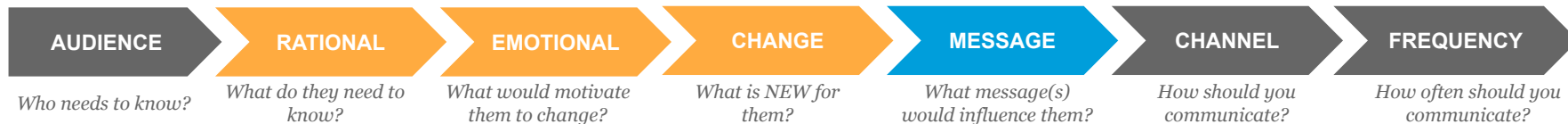
Charlotte-Mecklenburg Schools  
Charlotte, North Carolina





- Ask questions to gain insights into their needs
- No such thing as over communicating
- Use multiple tactics, channels and styles
- If you aren't communicating the message, someone else will

# COMMUNICATION PLAN






# Questions?

**Add your question  
into the Q&A window**