

# Communication to get what you want

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ActionMedia

**Your Work?**



# Strategy:

the art of getting someone to do something

# “*What*” & “*How*”

*What* you want to happen = Goal

*How* you go about it = Tactics

Strategy = Goal + Tactics

# Education, Information and Awareness



Tactics  
are not  
Strategy

# Strategy in Communication



1. What Needs to Happen?

# Strategy



What Needs to Happen?

2. Who can make it happen?

# Who, specifically?

Name?

What Power or Authority?

Who influences them?

What makes them tick?

# Strategy



What Needs to Happen?  
Who can make it happen?

3. What story do they  
need to hear?

# Story



Some one  
doing something  
for a reason

**QUALITY OF LIFE**

OIJAIJTX QE IJEF

**QUALITY OF LIFE**

**Facts**  
**are meaningless**

# Meaning...

comes from the story

**Facts illustrate the story**

# A few facts go a long way

Facts can derail your story



“It's not what you say, it's what they hear”

- Frank Luntz, top Republican strategist/pollster



We all evaluate new information based on what we *already* know and believe.

# Values

Derived from a life time of social culture, education and experience

Each of us carry a story in our mind about what's right and what's wrong, who we are, our values...



We are the hero of our own story.

Shared Values

?

# Communicating through Values



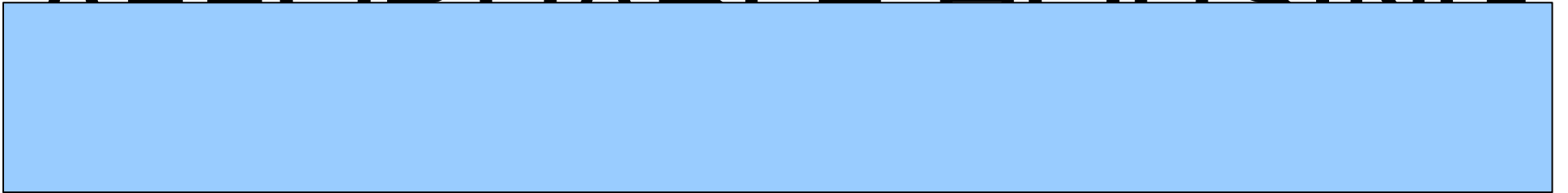
Telling your story in relation to what people already know and believe

# The Competing Voice

Does it fit with what  
I know and believe?



**AFFORDABLE HOUSING**





# Avoid Jargon – say what you mean

Workforce housing

Inclusionary housing

Density

Sustainable communities

Smart Growth

Livable / Walkable

McMansion



**Words evoke  
mental frames**

# Rules of a Frame

-George Lakoff

Words evoke a frame

Evoking a frame reinforces the frame

Negating a frame evokes and  
reinforces the frame

# This is not your father's Oldsmobile.



You won't find this Oldsmobile tooling through anybody's family album.

For the past five years, this all new Cutlass Supreme has existed only in the minds of an elite cadre of automotive engineers. And on a million miles of test track.

It resists the wind with an affinity that would do a needle proud. And sticks to the road like gum.

At 0.297, its drag coefficient hovers somewhere between

exceptional and whoopee.

But beneath its sleek, double-sided, galvanized exterior, the Cutlass Supreme is pure muscle. Its body strength and rigidity are the basis of one of the world's most totally developed suspension systems.

As you'd expect on such a world-class automobile, technological achievements such as four-wheel independent suspension, front-wheel drive, four-wheel disc brakes, and a 2.8-liter multiport fuel-

injected V6 are, of course, standard.

For more information on this remarkable vehicle, send for a free catalog. Write: Oldsmobile Cutlass Supreme Catalog, P.O. Box 14238, Lansing, Michigan 48901.



**OLDSMOBILE QUALITY  
CUTLASS SUPREME**

**GM 6/60** Let's get it together... buckle up.  
**QUALITY COMMITMENT PLAN**  
See your Oldsmobile dealer for the terms and conditions of this limited warranty.

# Framing Affordable Housing

Issue  
→  
Affordable Housing



Social  
Issue

Issue  
→  
Affordable Housing

Context  
→  
Government  
Housing Policy



Social  
Issue

**Issue**  
→  
Affordable Housing

**Context**  
→  
Government  
Housing Policy

**Values**  
→  
Opportunity, Fairness,  
Human Rights, Justice



Social  
Issue

Issue  
→  
Affordable Housing

Context  
→  
Government  
Housing Policy

Values  
→  
Opportunity, Fairness,  
Human Rights, Justice



Social  
Issue

WE =



Social Issue

WE = Faith Community  
People in need  
Advocates





“Supply&Demand”



Consumer  
Issue

# Values



Choice, Free Market,  
Family & Children,  
Balance



Consumer  
Issue

## Values

Choice, Free Market,  
Family & Children,  
Balance

## Context

The Housing  
Market

## Issue

Increasing variety  
and supply



Consumer  
Issue

## Values

Choice, Free Market,  
Family & Children,  
Balance

## Context

The Housing  
Market



Consumer  
Issue



Consumer  
Issue

**WE =**

**Values**  
→  
Choice, Free Market,  
Family & Children,  
Balance

**Context**  
→  
The Housing  
Market

**Issue**  
→  
Increasing variety  
and supply



Consumer  
Issue

**WE** = Everyone affected  
by housing situation





**Evoke Values: Choice, Balance,  
Free Market, Children & Family  
Hard Work, Self-Improvement**

**Establish Context:  
Housing Market**

**Define Issue:  
Variety and Supply  
of homes being built**

*Leadership is the art of getting someone to do something, because they want to.* -General Dwight D. Eisenhower



# Strategy



What needs to happen?

Who can make it happen?

What story do they need to hear?

Who should they hear the story from?

# YOU may not be the best messenger

Who has a lot in common with your target?

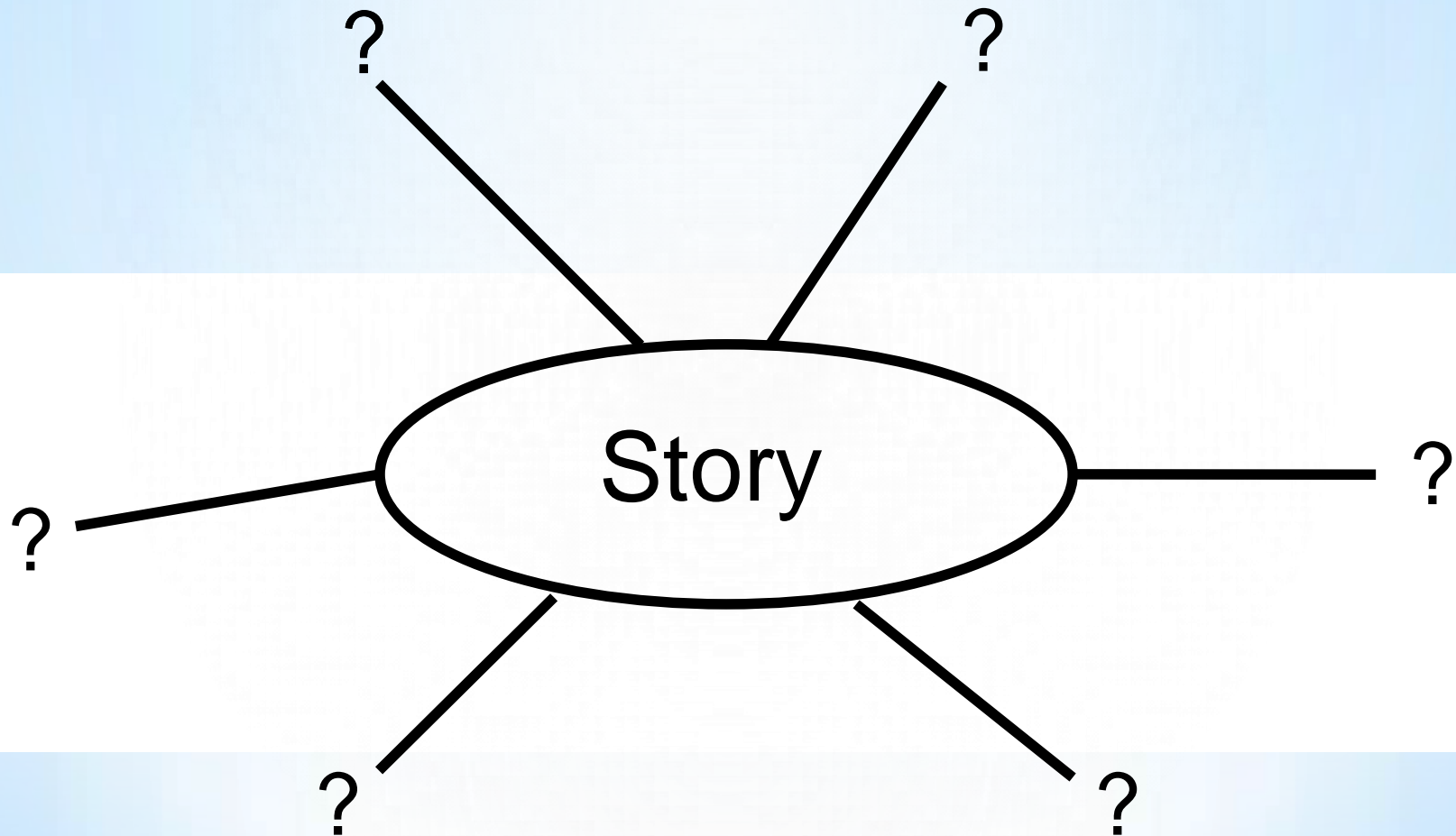
Who might influence your target?

What type of messenger might be most credible?

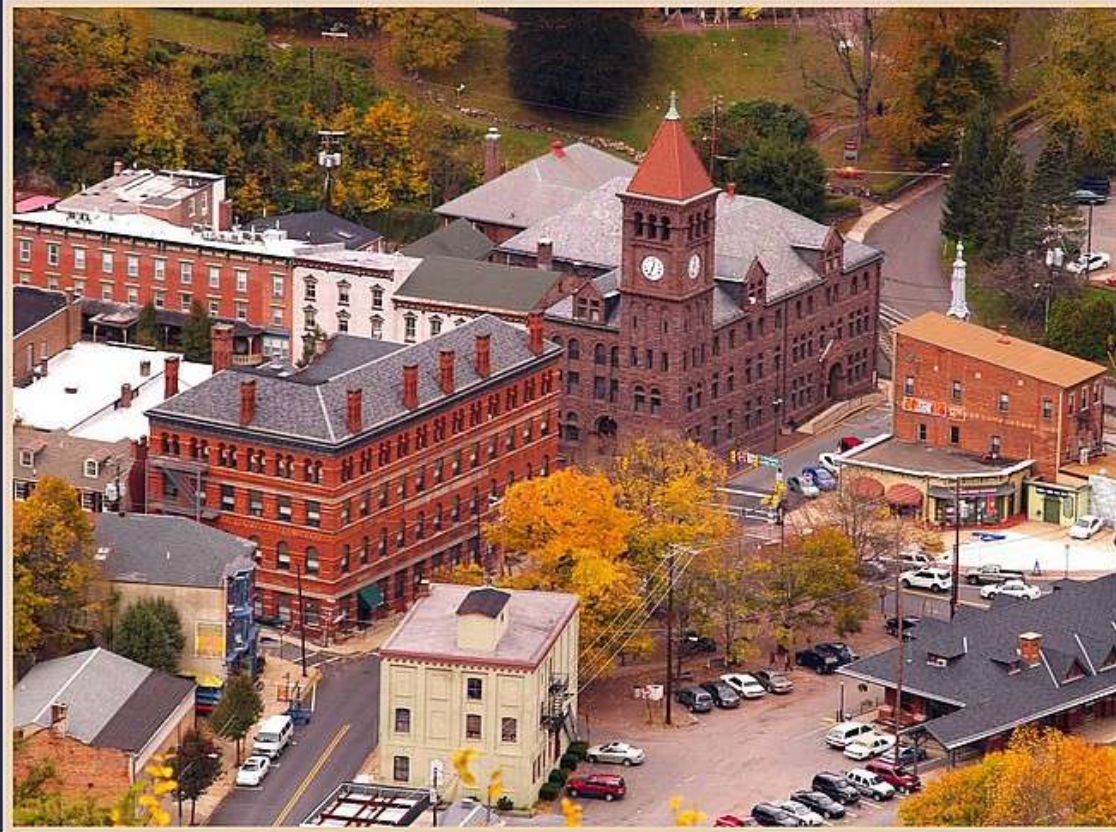
Who would be an unexpected messenger?



# Who else is in the story?

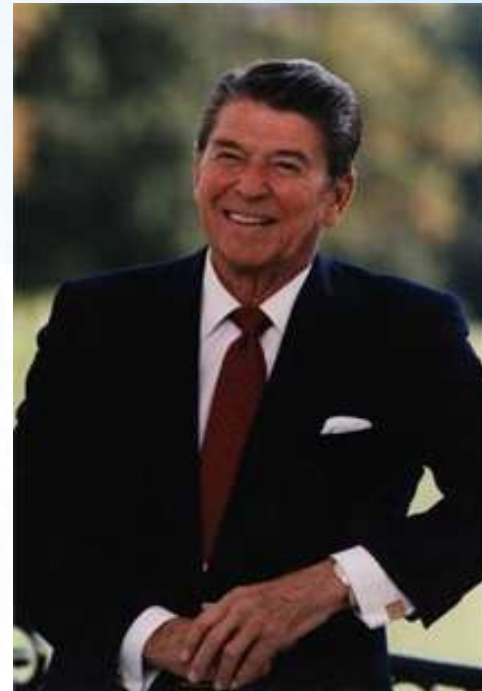


# Recruiting New Messengers



*“It's amazing what you can accomplish if you don't care who gets credit for it.”*

- Harry S Truman  
Ronald Reagan



# Strategy



What needs to happen?

Who can make it happen?

What story do they need to hear?

Who should they hear the story from?

5. Getting the story to them?

# Use the Media

Don't let them use you.

The media you have the most  
control of is...



# The most powerful media?

Website



Facebook



twitter

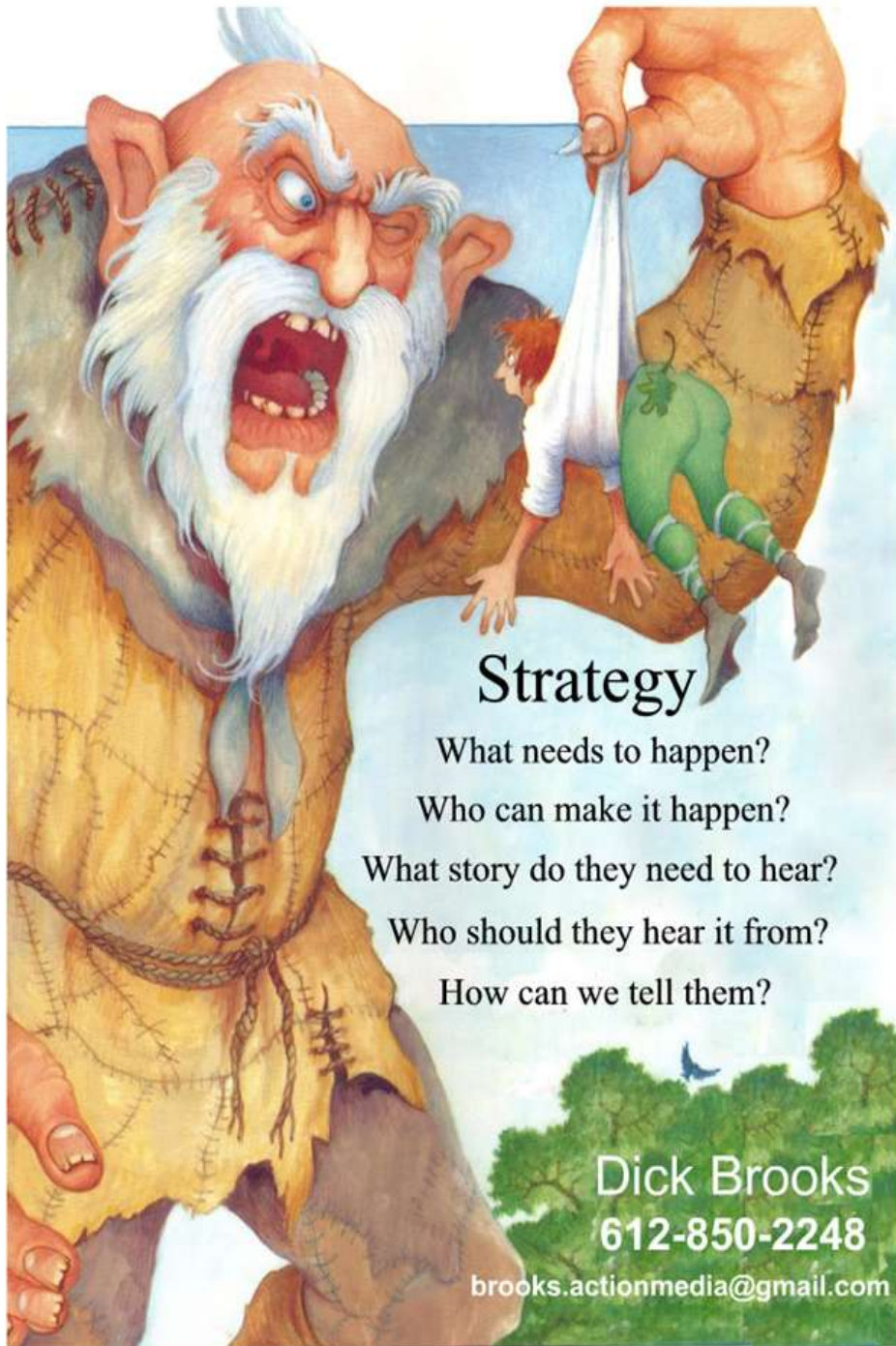
@TomHollandKS Very impressed with the turnout and level of enthusiasm this morning at the Lawrence SRS office rally.

# Use the right Media



# Speak in Public





## Strategy

What needs to happen?

Who can make it happen?

What story do they need to hear?

Who should they hear it from?

How can we tell them?

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Evoke values to set the terms

Say what you mean

Use messengers

Be the Media