

REFRAMING

Strategic Communication: Finding + Telling Your Story

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Professional French Masters Program

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Learning Objectives for Virtual Delivery

After completing this workshop, students will be able to:

- Explain strategic communication and why it's important
- Describe the strategic communication planning process and framework
- View strategic communication through a cultural lens; embed in deliverables
- Effectively apply strategic communication planning and tools

Workshop Outline

Week	Dates	Topics	Activities
1	Oct 12-16	Virtual meeting (Tues, Oct 13, 4:30-5:30 p.m.) kick off + branding exercise + what makes communication strategic + 7 habits of effective communicators + set-up topics for the next 2 weeks	<ul style="list-style-type: none"> Review slides x to x and this video/article/podcast
2	Oct 19-23	Students work independently on remote modules (1 hour/week) <ul style="list-style-type: none"> Communicating across cultures The 5-part strategic communication roadmap (parts 1-2) <ol style="list-style-type: none"> Context (Condition check list /culture and linguistic frames/to from journey) Vision (Vision, mission, goals / type of change) 	<ul style="list-style-type: none"> Review slides x to x and this video/article/podcast Stanford/group discussion
3	Oct 26-30	Students work independently on remote modules (1 hour/week) <ul style="list-style-type: none"> The 5-part strategic communication roadmap (parts 3-5) <ol style="list-style-type: none"> Strategy (Stakeholder checklist / target audience / feedback) Message (Good, bad, ugly assessment, change narrative, change framework) Collateral (Tools, plans) 	<ul style="list-style-type: none"> Review slides x to x and this video/article/podcast
4	Nov 2-6	Virtual meeting (Tues, Nov 3, 4:30-5:30) set up the group project (2 small groups) and answer questions (2 weeks to collaborate/work)	<ul style="list-style-type: none"> Team exercise: Applying the 5-part roadmap (week 1)
5	Nov 9-13	<ul style="list-style-type: none"> Deliver first draft of project via email by Thurs, Nov 12 at 5:00 p.m. Receive feedback to improve by Fri, Nov 13 at noon 	<ul style="list-style-type: none"> Team exercise: Applying the 5-part roadmap (week 2 + deliver draft 1 + receive feedback)
6	Nov 16-20	<ul style="list-style-type: none"> Deliver final draft of project via email by Wed, Nov 18 Virtual meeting (Thurs, Nov 19, 4:30-5:30) wrap up projects and session, share resources for them to use going forward and offer to be available to them	<ul style="list-style-type: none"> Team exercise: Applying the 5-part roadmap (deliver final draft) Resources for future reference