

Pension Counseling Projects' National Training Center

Positive and On-Point:

***Getting Your Message
Across Confidently and
Effectively***

Kelly Kenneally, NIRS
September 22, 2010
10:45 AM – 12:15 PM
Washington, D.C



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Reliable Research. Sensible Solutions.

Agenda

- Communication Basics
- Message Matters
- Audience Focus
- The Messenger
- Get Proactive & Positive



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Retirement Insecurity Presents Communication Opportunity

- Global financial market crash, recession, high unemployment, bankruptcy, poverty foreclosures.
- Private pension (DB) freezes.
- 401(k) (DC) contribution suspensions.
- Public pensions under fire.
- Discussions of raising retirement age.



MORE COMPANIES FREEZE PENSIONS



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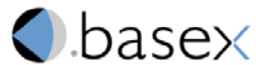
Communication Challenges

- Capture attention
- Explain complex issues
- Focus on your message
- Retain information
- Motivate action
- Refute mis-information



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Plus, Information OVERLOAD



REPORT: Information Overload: We Have Met the Enemy and He Is Us

Information is the new currency of our society workers are drowning. A typical worker gets 200 e-mails, dozens of instant messages, multiple phone calls, text messages, not to mention the vast amount of content to digest.

JULY 2009



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What Sticks?

How Much Do People Remember?



80%
OF WHAT THEY SEE



20%
OF WHAT THEY READ



10%
OF WHAT THEY HEAR

TRANSLATION:

Visuals Essential
Effective Written Materials
Repeat
Repeat
Repeat



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Guiding Principles for Communicators

1. Be clear, concise, credible and consistent.
2. Speak for yourself or someone else will – and probably not on your terms.
3. Personal stories, analogies are most memorable & powerful.
4. Facts & data make the case.
5. Localize.
6. Connect -- relationships matter.



HEART



Figure 9:
Per Employee Amount Required at Age 62
DB Plan vs. DC Plan



HEAD



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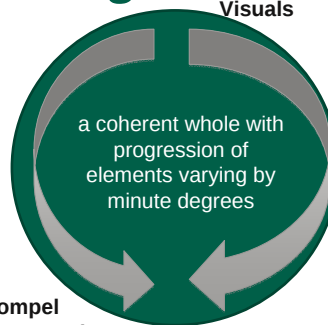
3 Key Elements for Effective Communications

Message

3 x 3 vs. 9x1
Soundbites, Anecdotes, Analogies
Visuals

You

Understand landscape
Be Heard: Convince, Compel
Clear, Credible/Accurate, Consistent
Memorable
Achieve Result



Audience

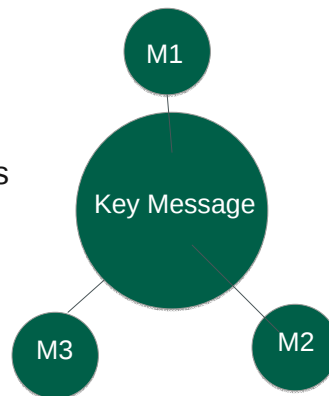
So what?
Why do I care?
WIIFM



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Message Map/Platform

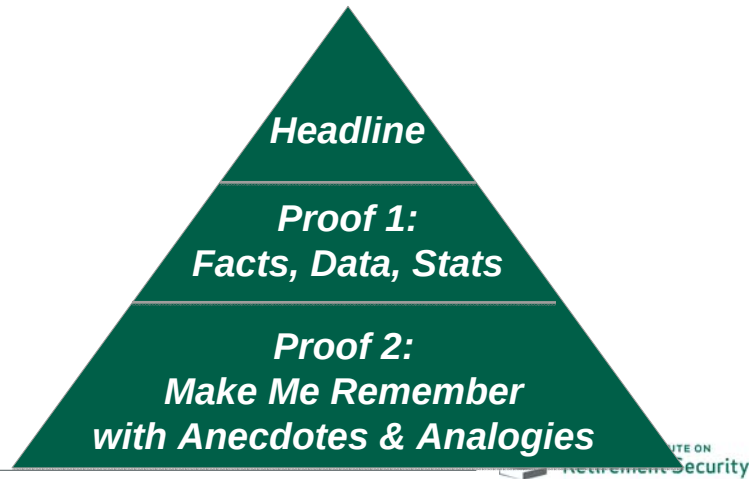
- 3 Messages
- 60 minutes or 15 minutes
- Oh no...now 2 minutes



Example: NIRS Fact Based Pension Messages



Message Creation



Remember the Guiding Principles?

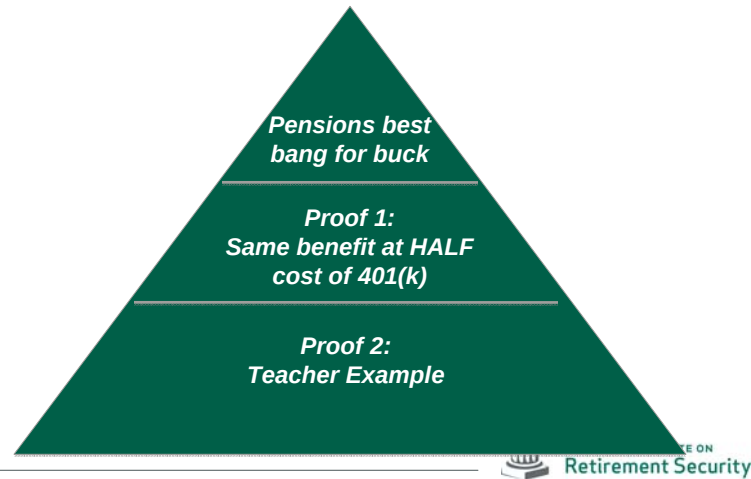
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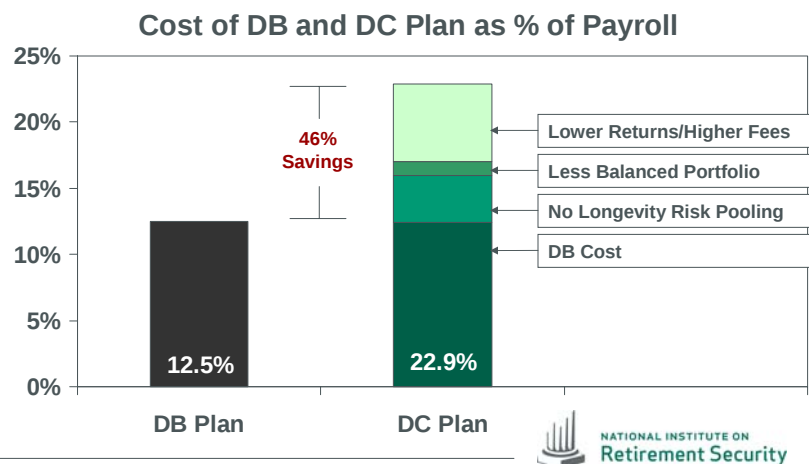
Figure 9:
Per Employee Amount Required at Age 62
DB Plan vs. DC Plan



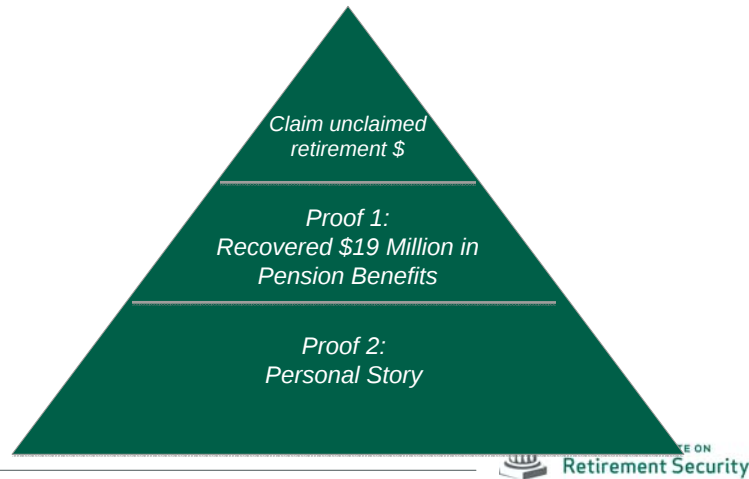
Example: Pensions Fiscally Responsible



Example: Data Proof Visual



Example: An Effective Consumer Advocate



Different Audiences, Different Approaches

- Media – National, Local, Trade
- Federal Officials
- State, Local Agencies
- Elected Officials
- Other Non-Profits
- Community Groups & Centers
- Bar Associations
- Unions
- Funders
- Retirees



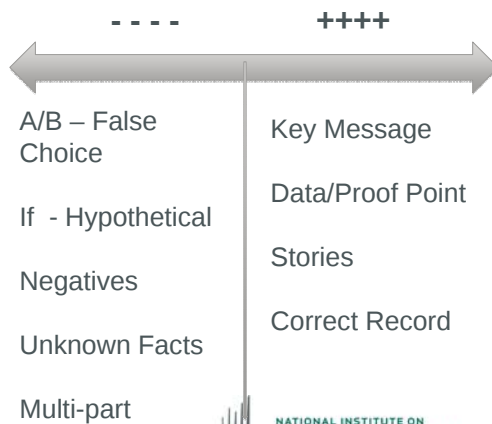
The Messenger Top Ten

1. Command of your message: short & long versions.
2. Know your audience.
3. Convey confidence & passion.
4. Be approachable, friendly (but not friends).
5. Protect your credibility-ALWAYS.
6. Tell what you'll tell, tell, tell what you told. (Repeat)
7. Anticipate the negatives and bridge.
8. Practice.
9. Follow up.
10. Evaluate.



Get Back on Your Message

- Hardball Q&A
- Set ground rules
- Anticipate
- No politicians
- Deal w/ Q'r
- Bridge



Get Proactive (See the Tool Kit!)

- Press Releases
- Reporter Meetings
- Case Studies
- Trends
- Hearings
- Speaking Engagements
- Community Involvement
- Newsletters
- Web site, e-news, blogs
- Letters to editor, opinion pieces, article comments
- Info kits (print, online)
- Social media
- Train your beneficiaries



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Questions?



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Reliable Research. Sensible Solutions.

About

KELLY KENNEALLY has 20+ years of experience in communications and public affairs. She works with corporate, non-profit, and government clients to develop & implement programs that support an organization's overall objectives. Her services include communications planning, messaging, media & stakeholder relations, print & online materials development, crisis communications, & training.

Prior her consulting practice, Kelly was deputy director of the President's Commission on White House Fellowships. She also has held communications/public affairs positions with publicly-traded companies and trade associations. She began her career as a legislative assistant with the Maryland General Assembly.

Kelly holds a B.A. in Government & Politics from the University of Maryland. She lives in Alexandria, Virginia with her husband & two sons.

