

Sticky Stories, Branding, and the Art of Nonprofit Communications

ynpn Denver Learning Circle

Session 5: *May 22, 2013*

Today's Overview

- Made to Stick Wrap Up
- Time Management
- Increasing Productivity
- Tying It Together



Made to Stick Wrap Up

- What did you think overall?
- What will you remember?
- What did you learn?
- What can you start to use?



Made to Stick Wrap Up

- “You say 10 things, you say nothing.”
- “Common sense is the enemy of sticky messages.”
- “To get someone’s attention, break a pattern of thinking.”
- “There is no such thing as a passive audience.”



Made to Stick Wrap Up

- **Simplicity** frees you from The Curse of Knowledge
- **Unexpectedness** captures attention
- **Concreteness** helps to understand and remember
- **Credibility** allows others to believe and agree with you
- **Emotions** help others to care
- **Stories** compel others to take action



Time Management

“Time is what we want most, but what we use worst.”

-William Penn

“The key is in not spending time, but in investing it.”

-Stephen R. Covey



Time Management

Tools

- Evaluate yourself
 - Mind Tools time management quiz
- Make a to do list
 - Revise at the end or beginning of each day
- Calendar time for important tasks
- Manage distractions



Time Management

Tactics

- Evaluate and eliminate time wasters
- Differentiate between important and urgent
- Schedule in buffer room
- Handle paper and email only once
- Learn to say no



Increasing Productivity

“It’s not enough to be busy... The question is: what are we busy about?”

-Henry David Thoreau

“Ineffective people live day after day with unused potential.”

-Stephen R. Covey



Increasing Productivity

Franklin Covey's 5 Choices

- Act on the important, don't react to the urgent
- Go for extraordinary, don't settle for ordinary
- Schedule the big rocks, don't sort the gravel
- Rule your technology, don't let it rule you
- Fuel your fire, don't burn out



Increasing Productivity

The 80/20 Rule: Pareto's Principle

- 20% of your activities account for 80% of your results
- Prioritize the 20% tasks
- Eliminate or spend less time on your low value tasks so that you can invest your time and energy into the high value tasks



Increasing Productivity

Communications Tools

- Planning and strategy
 - Editorial calendar
 - Standing heads
 - Repurposing content
- Kivi's 50-50 rule
- Use key messages, brand voice



Tying It Together

Conclusions

- Where are you spending your time?
- Implement planning and strategy tactics to increase efficiency
- Consider the 80/20 Rule and its implications
- Learn to tell the difference between the important and the urgent
- When necessary, say no



Tying It Together

Resources

- Franklin Covey online
- *The 7 Habits of Highly Effective People*, Stephen Covey
- *The Four Hour Workweek*, Timothy Ferriss
- *Eat that Frog!*, Brian Tracy



Tying It Together

Thoughts? Questions?

For next week

Prepare questions for our Q&A session with nonprofit communications professionals.



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