

#### How Do We Communicate During These Pandemic Times: GRACE

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Gravity Gracious Genuine Greatness



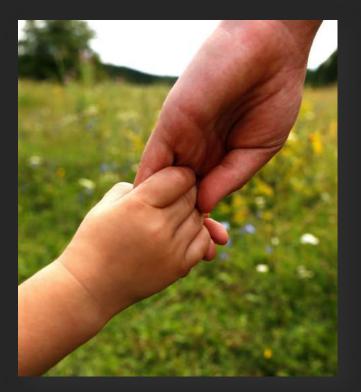




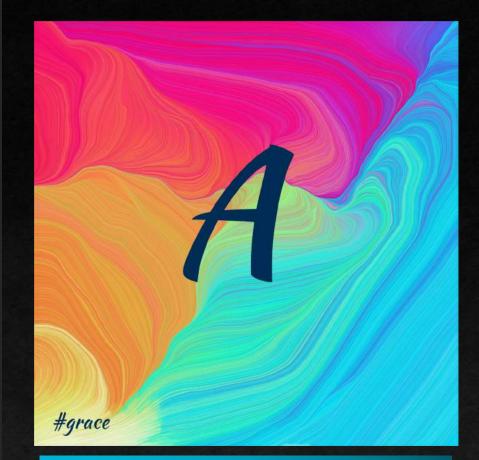
Responsive **Really?** Ready Rise Real Remember R...?...



### Advocate Allow Analyze Apologize Advance









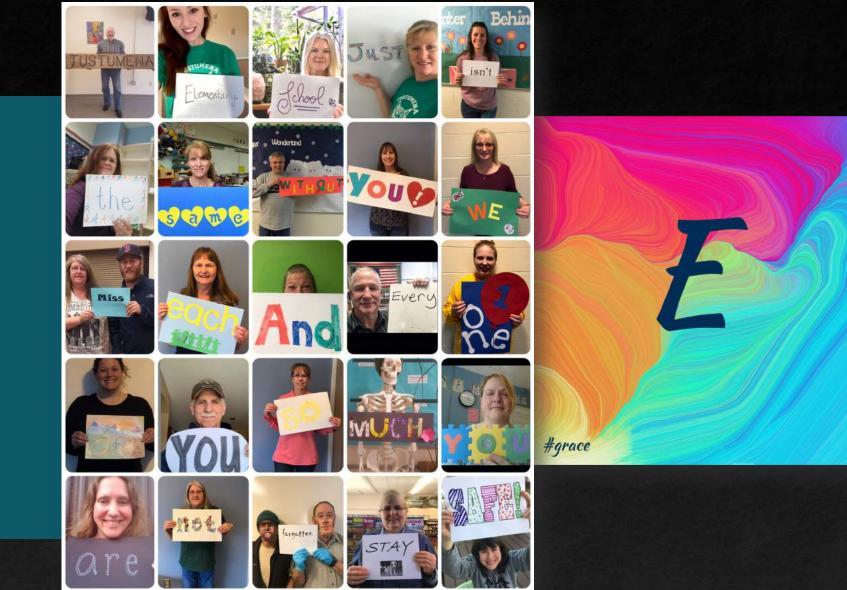


Creative Culture Critical Criticized Calm

"In the digital economy a leader's physical presence isn't always possible, so being connected and communicative makes the difference." –leaders surveyed in the MIT Slone Management Review study Communicate in YOUR Style. Delivery. Skills.

**C**...?...

Everyday Elected Energy Evolve E.?...





Budget, pandemic, natural disaster, threat, tragedy, weather, big win, awards, performance, assessments, taxes, revenue, expenditures, bond, advocacy, celebration, highlight profile, business transitions, acquisition, collective bargaining, health care, marketplace... #conversation starters

#### Intent and Impact

- WIIFM who is the audience? customers, community leaders and partners, staff, elected officials, colleagues, media, parents, consumer, publics
   Safety critical events
- Solve a problem, share solutions, deliver delight
  Simple, succinct

Succinct & simple



### Stats, Stories, and Social



#### Stats.

What are the most important facts and data that your publics need to know?

Keep it simple and to the point.



Stories. What and who do you celebrate?

What is the emotional spark that people will care about?



Social. Multiple platforms, delivery methods, ways to connect.

Where are your people?

How can you generate positive sentiment?

Spark genuine emotion

Quality, not quantity

#### **TIP:** Digital Platform Essentials

"Your story can be a reminder to ask the big questions that will guide you, and make the small choices that will sustain you." –Bernadette Jiwa



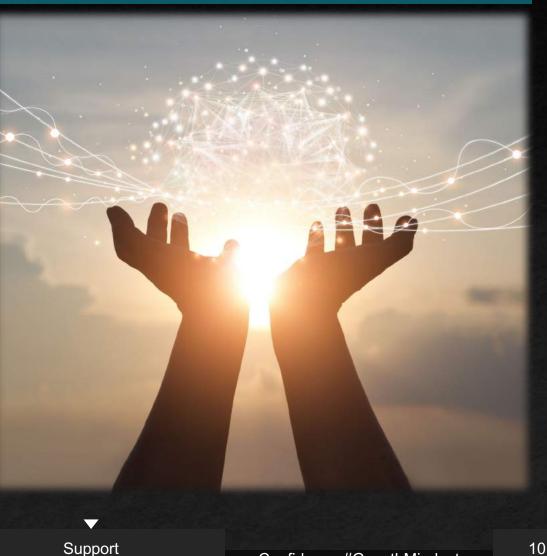
#### G.R.A.C.E.

#### What is an unmet expectation or need in my school district, or for the people | represent?

What's ONE Thing I can do for (area) (specific outcome) or (date) by that would make the biggest difference, and by doing it everything else would be easier or unnecessary?\*

\*Jenny Blake, PIVOT, riff on The ONE Thing to Momentum group

#### The ONE Thing... (Gary Keller)



### 2021 G.R.A.C.E.



Create a comm plan. Be consistent. **Responsive.** Truthful. **Network & collaborate.** A yes is only as powerful as your no. **Expectations.** Who? How? **Voice. Content. Policy.** 

- Who is your trusted go-to close circle for self-care?
- How do you support your team?

values

Strategic Plan

## Conversations What is my GRACE word that will guide me in coming months?







### **OGETHER** we will get through this

### Q and R?

# How can I be of service to you?

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