



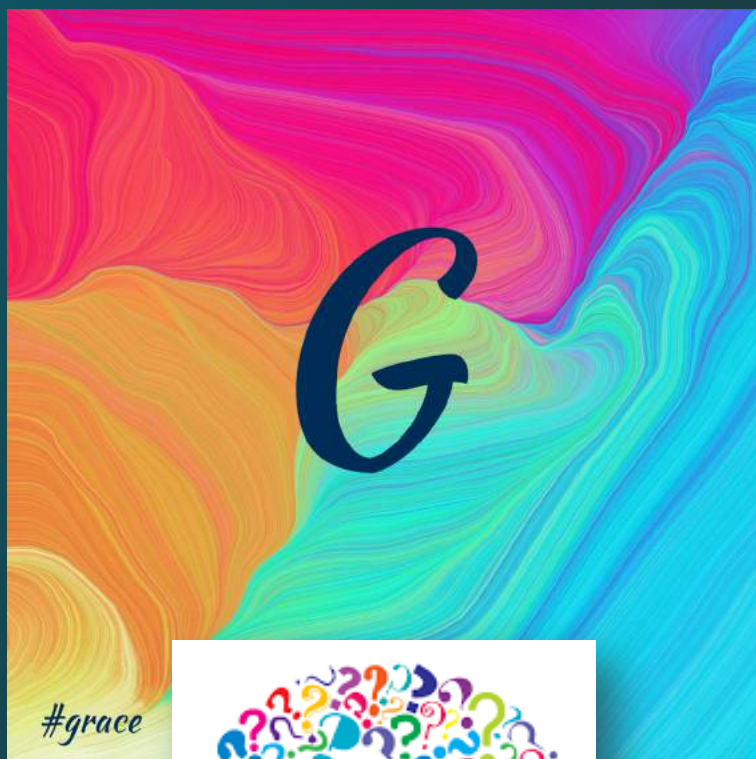
# How Do We Communicate During These Pandemic Times: **G.R.A.C.E.**

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AASB Virtual Leadership Academy

Pegge Erkeneff,  
Director of Communications, Community,  
and Government Relations  
Kenai Peninsula Borough School District  
[www.KPBSD.org](http://www.KPBSD.org)







Gravity  
Gracious  
Genuine  
Greatness

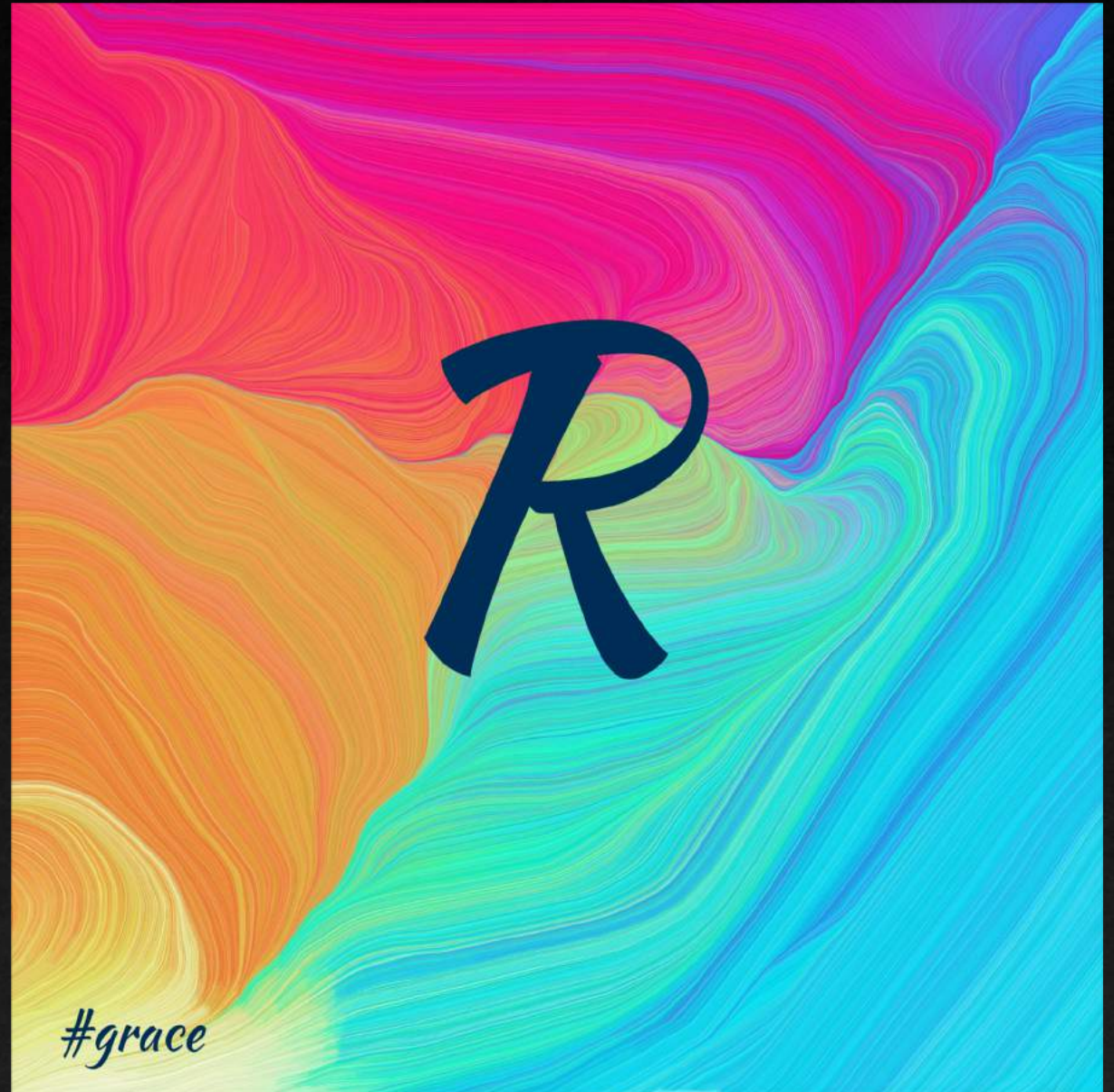


G...?...





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





# Advocate Allow Analyze Apologize Advance



# A...?...



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...?...



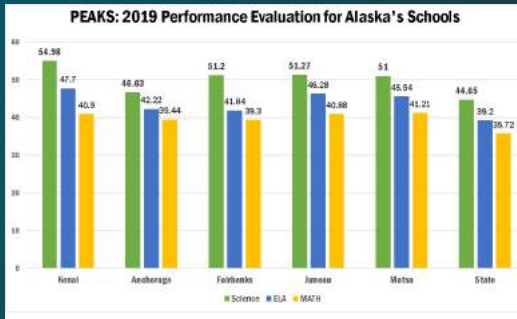
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## #conversation starters

- WIFM



# 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?



## 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***



mission



vision



strategic plan

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

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

**What's ONE Thing**  
I can do for \_\_\_\_\_ (area)  
or \_\_\_\_\_ (specific outcome)  
by \_\_\_\_\_ (date)  
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?

Conversations  
What is my  
**G.R.A.C.E.**  
word that  
will guide  
me in  
coming  
months?

THANK  
YOU!







**TOGETHER**  
we will get through this

**Q and R?**

**How can I be of  
service to you?**

Pegge@KPBSD.org

@pegge