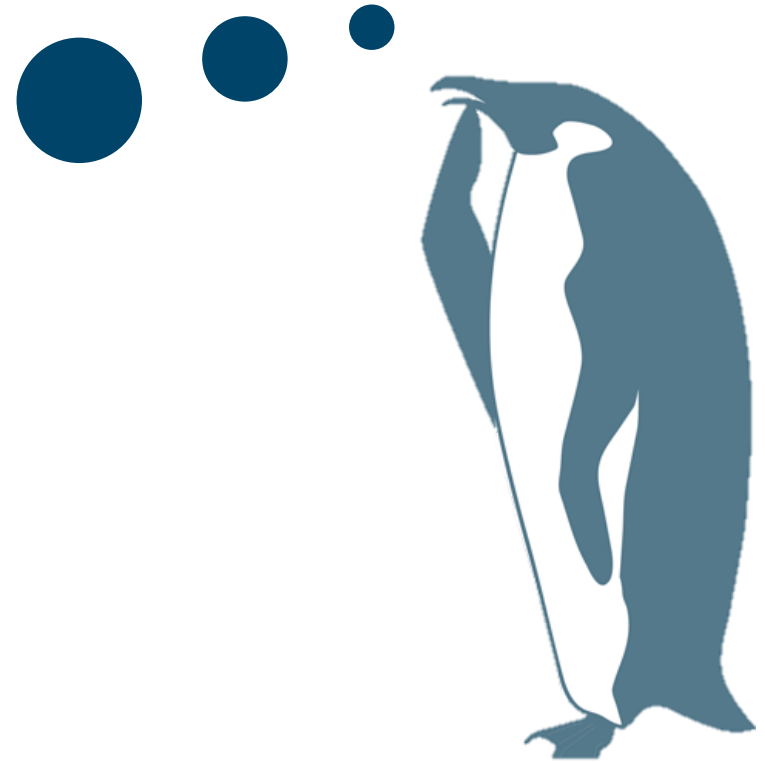




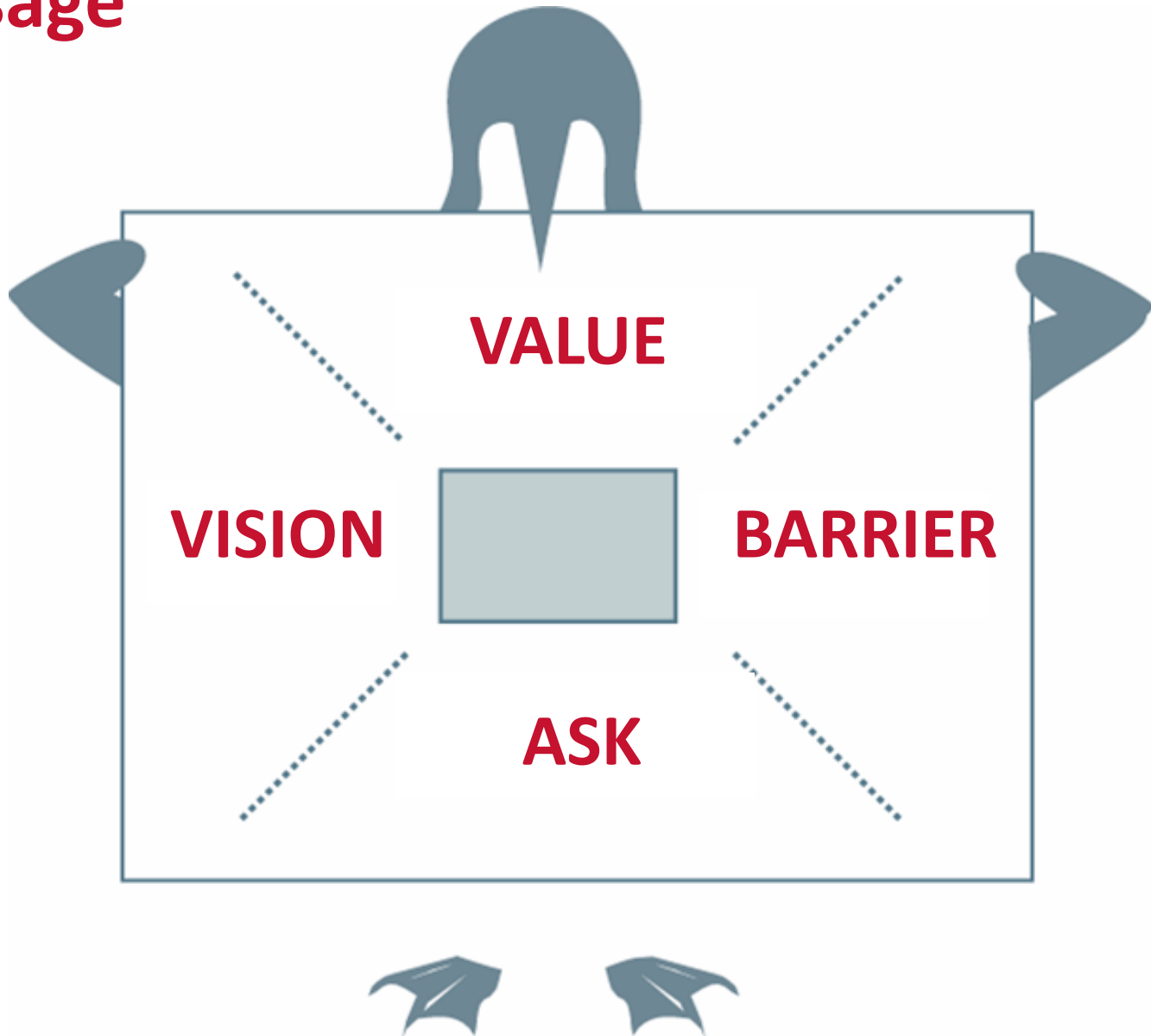
**Smart Chart:
Think Inside the
Box. Part 2**



Message



Message



Message Box

Value

Make your audience nod back at you in agreement.

Vision

“So, what?”

This is what the world will look like if your audience does what you want them to do.

Barrier

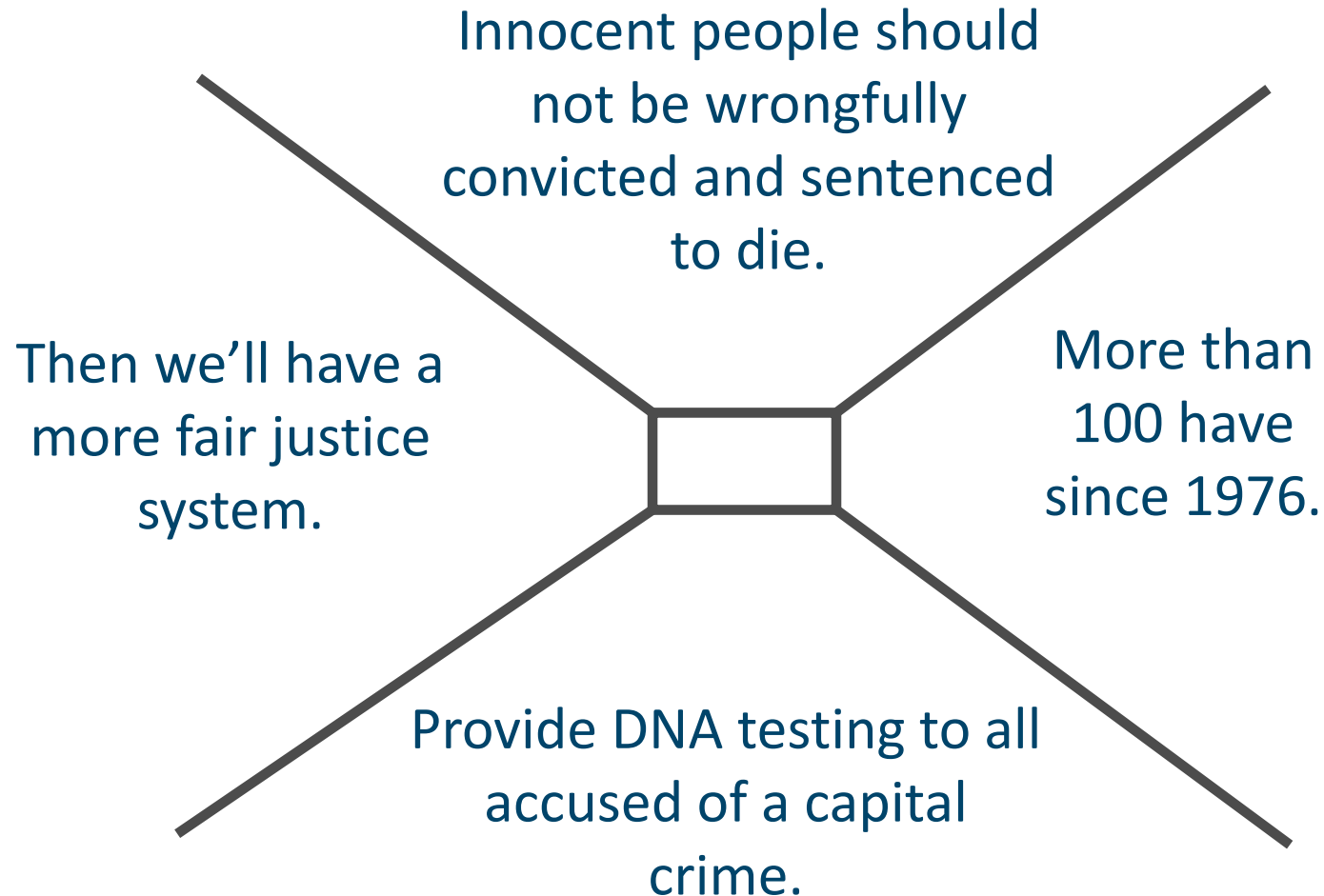
(a.k.a. Overcome the Barrier)

Your response when your audience says, “Yeah, but...”

Ask

What one, specific thing do you want them to do?

Message Box



Message Box

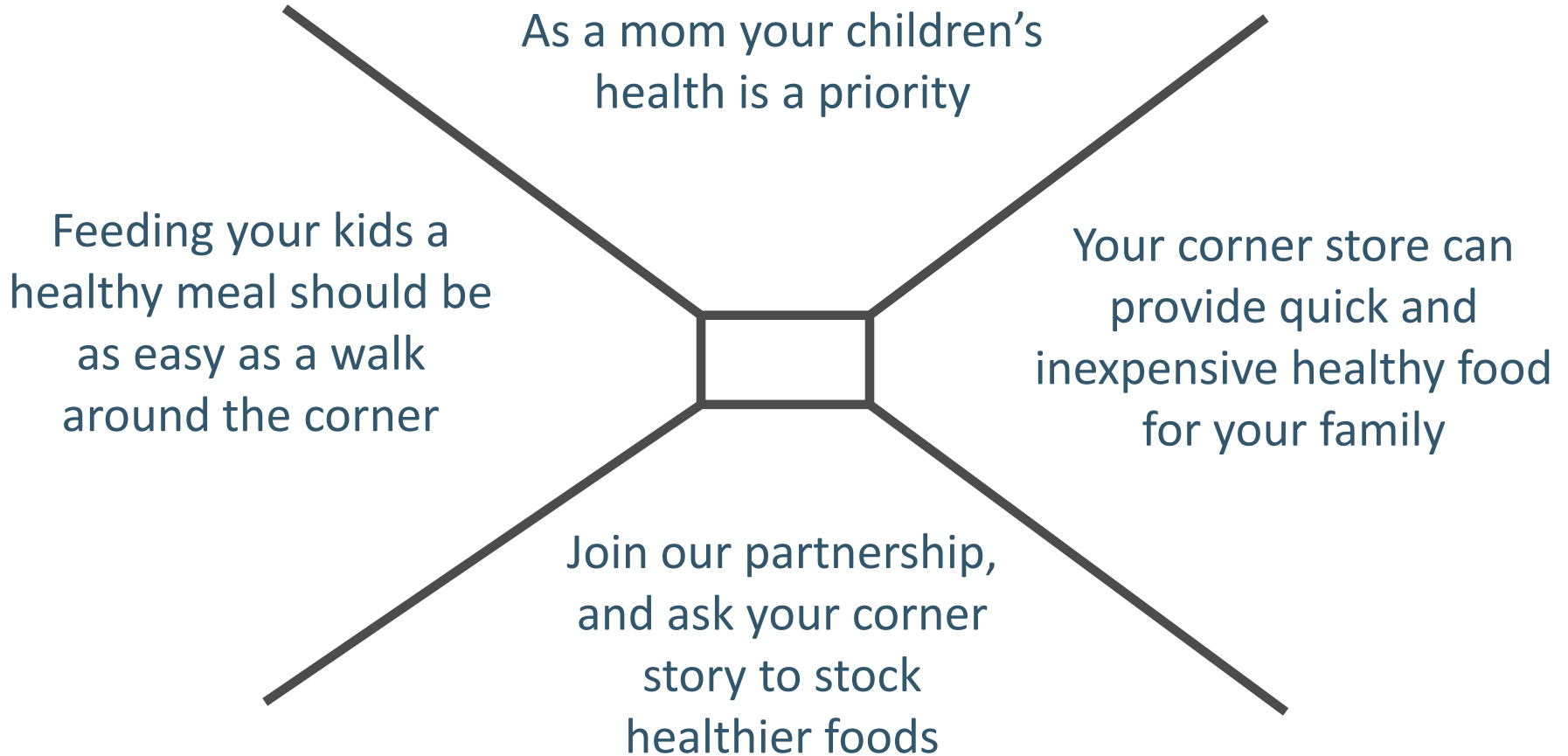
A successful business means
regular and loyal customers

Creating a healthier
market is aligning your
business with your
customer's (and
community's) needs

A healthy market can
bring in more business
(competitive advantage)
and more loyal customers

Join our partnership,
sign up for the healthy
market program and
stock and promote
healthier foods

Message Box



Don't Repeat the Barrier

MYTH

SNAP creates a dependency.

FACT

Receiving benefits from the Supplemental Nutrition Assistance Program (SNAP formerly food stamps) hardly enables anyone to live well. The average benefit equates to roughly \$1.40 per day per meal. In most cases, the money runs out before the month ends—typically after only three weeks—forcing families to rely on charity to eat.

Source: Mazon, *8 Myths About Hunger in America*

Four Sins of Message



Seriously.
Check this out.

Four Sins of Message



The earth is warming at a rate 1000% times faster than last year, reminiscent of the Paleozoic era, and as *Aptenodytes patagonicus* we need to ponder this.

Four Sins of Message

1. MEGO

The earth is warming at a rate 1000% times faster than last year, reminiscent of the Paleozoic era, and as *Aptenodytes patagonicus* we need to ponder this.

Four Sins of Message



Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than do children without such coverage, controlling for environmental factors and adjusting for access to primary care providers.

Four Sins of Message

1. MEGO

2. Literal sclerosis

Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than do children without such coverage, controlling for environmental factors and adjusting for access to primary care providers.

Four Sins of Message



California has 11,867 gun stores located within two to three minutes of a high school, and 50 percent of those stores have sold guns to unlicensed purchasers.

Four Sins of Message

1. MEGO
2. Literal sclerosis
- 3. Statistical overload**



Four Sins of Message



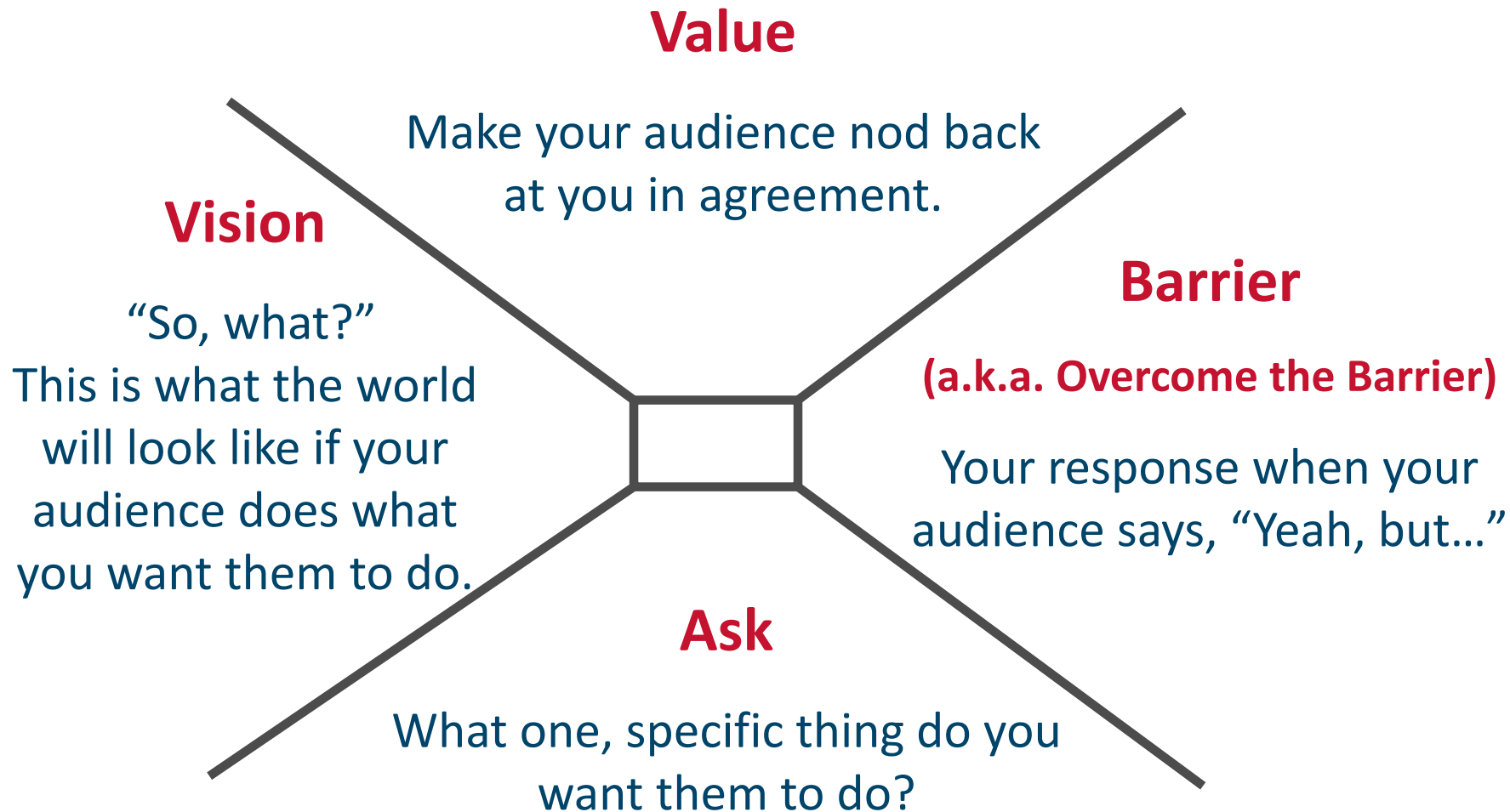
The earth is warming at a rate 1000% times faster than last year, reminiscent of the Paleozoic era, and as *Aptenodytes patagonicus* we need to ponder this.

Four Sins of Message

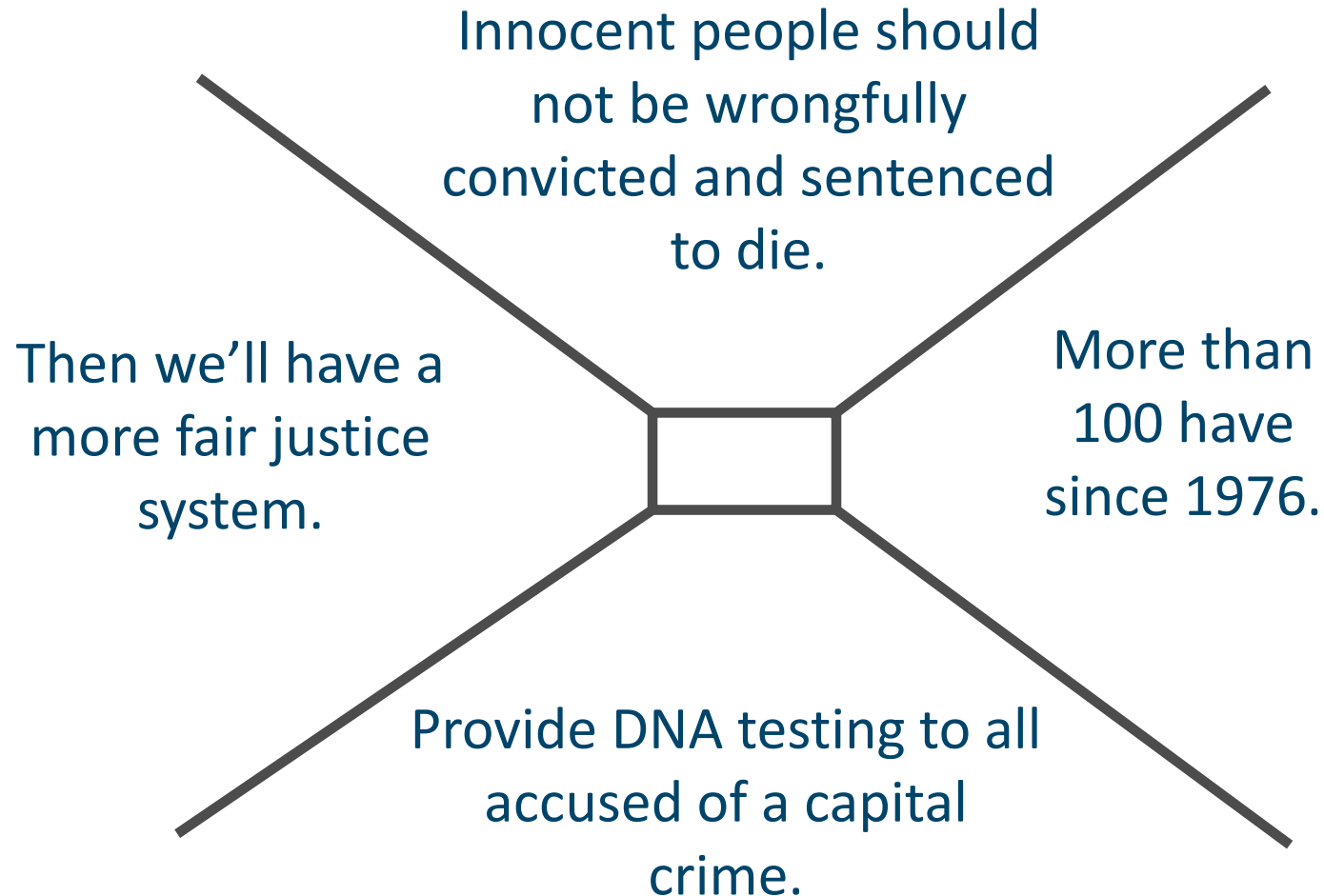
1. MEGO
2. Literal sclerosis
3. Statistical overload
- 4. Lack of narrative**

The earth is warming at a rate 1000% times faster than last year, reminiscent of the Paleozoic era, and as *Aptenodytes patagonicus* we need to ponder this.

Message Box



Message Box



Your Turn

**So what do you
want to say?**



Messengers

I have the most credibility.

Good call.





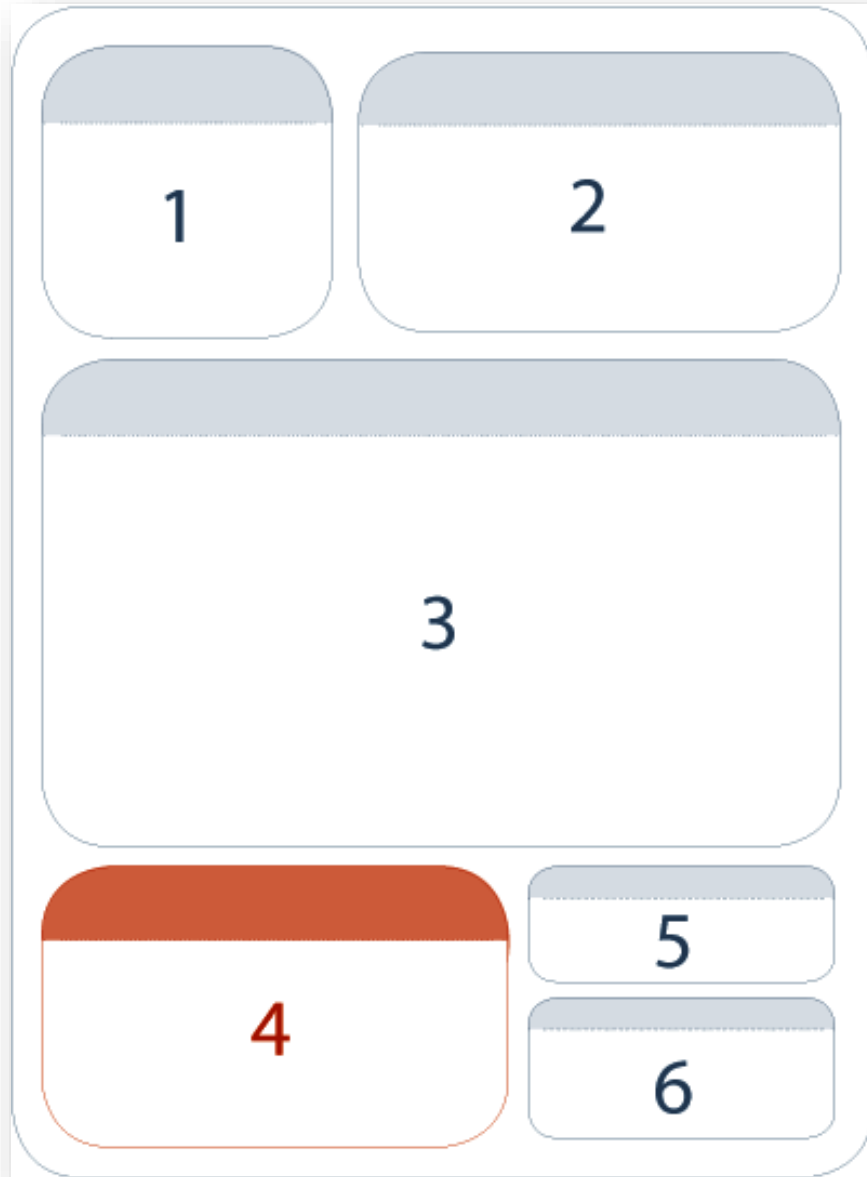




Your Turn

Who's the best person to deliver your messages?

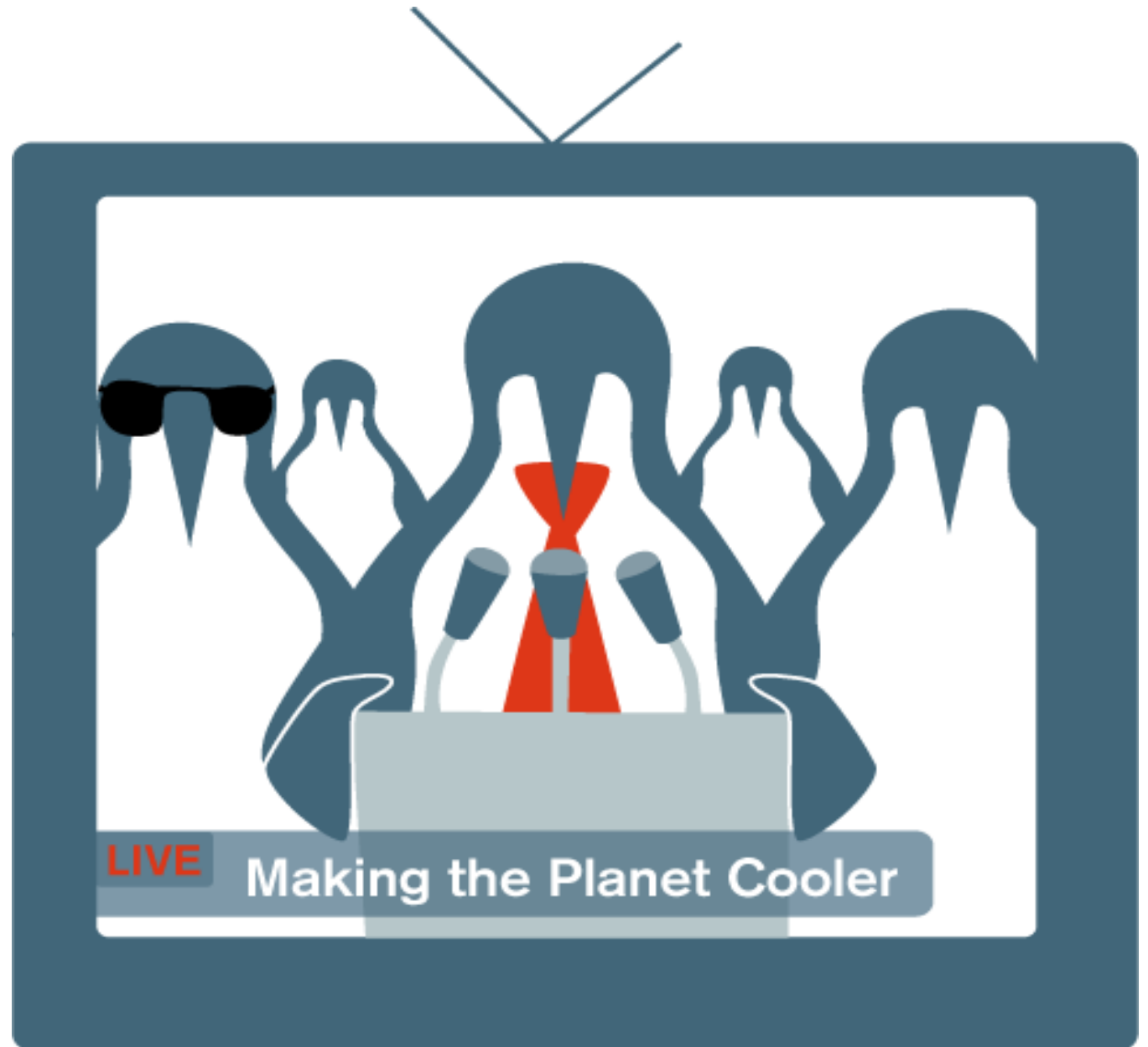




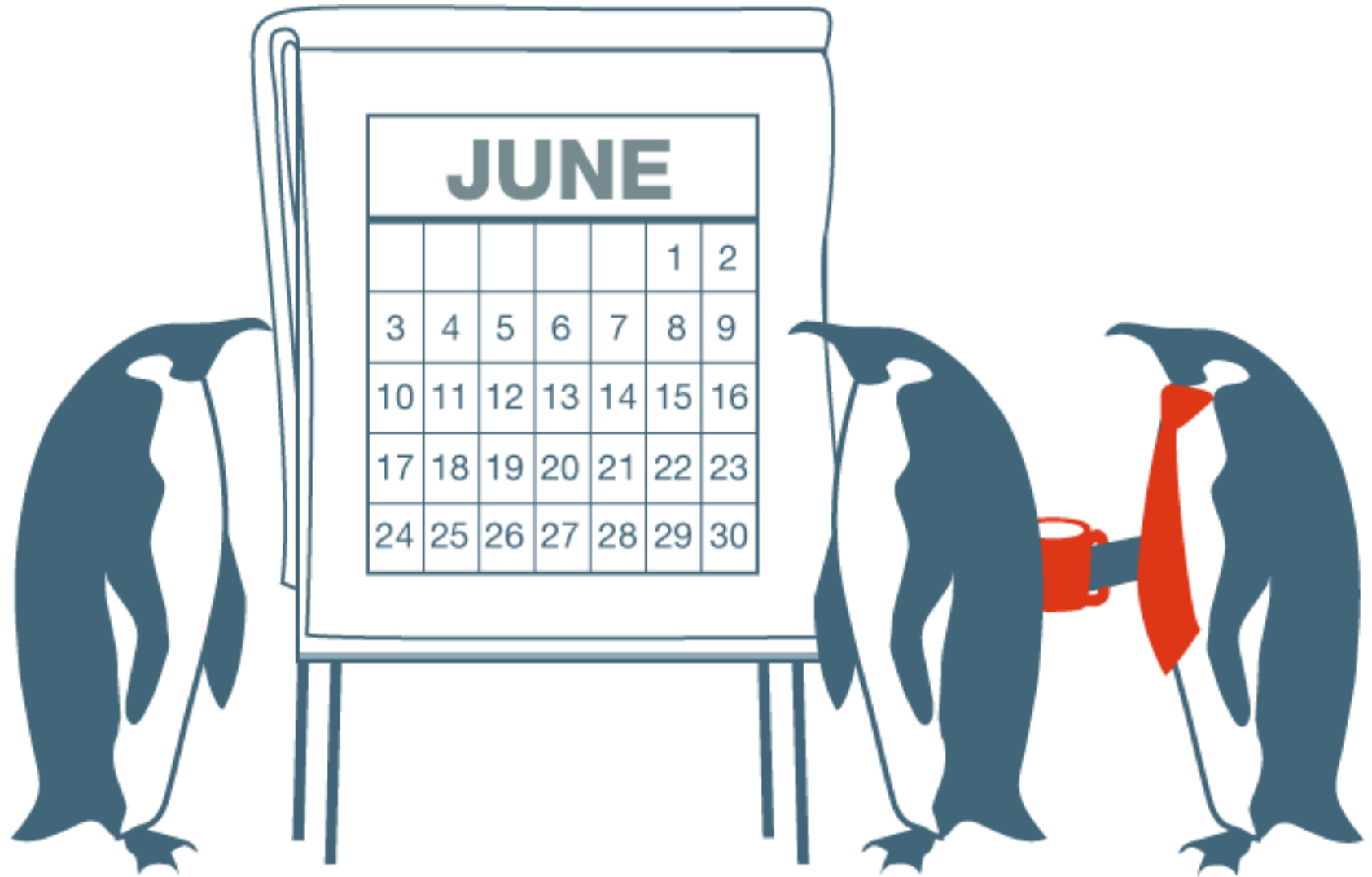
Communication Activities



Tactics



Timing

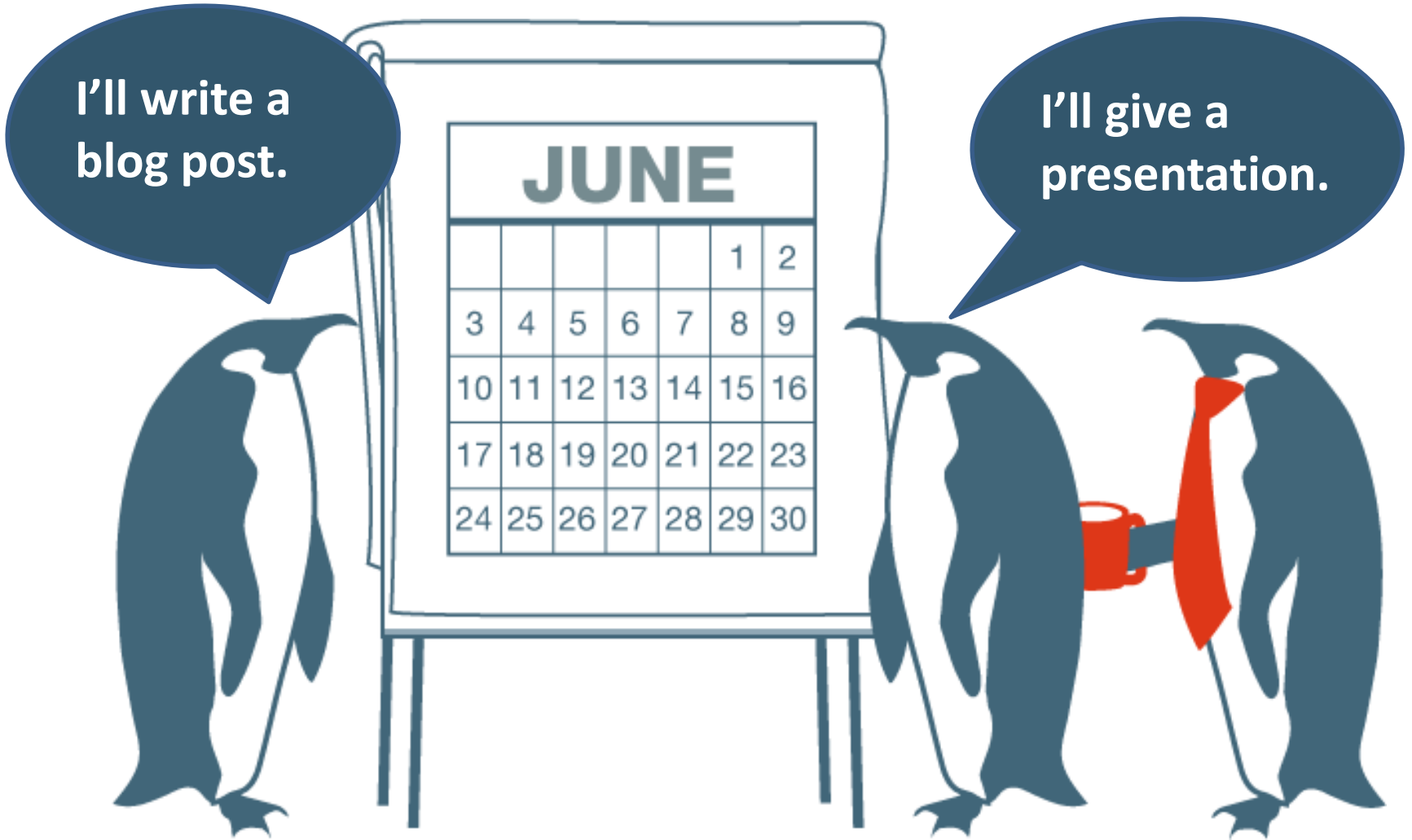


Assignments

I'll write a
blog post.

JUNE						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

I'll give a
presentation.



Budget

That's all we've got?



1

2

3

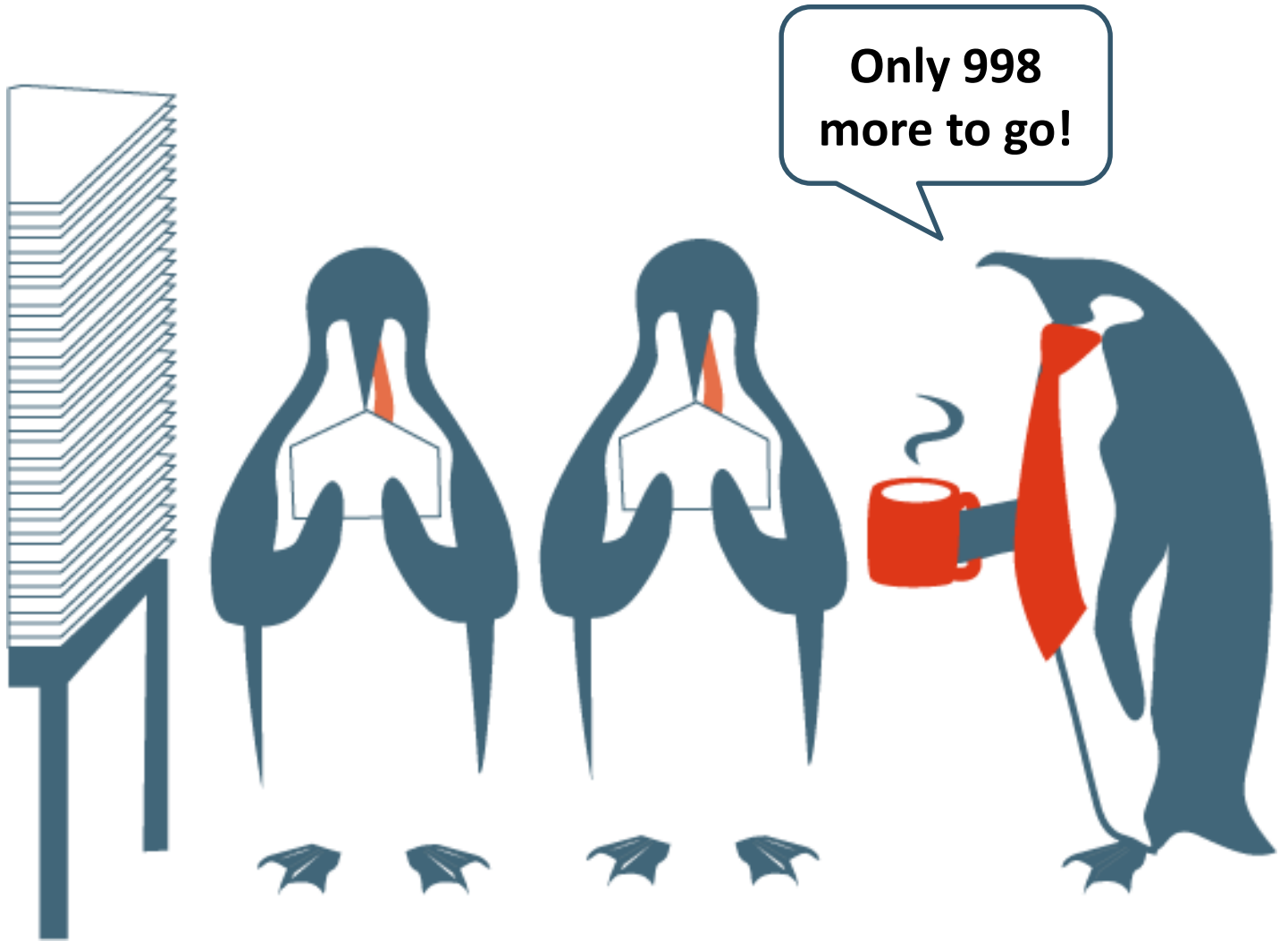
4

5

6

Benchmarks for Success

- **Outputs**



Benchmarks for Success

- Outputs
- Outcomes



Output or Outcome

1. A policymaker calls your office to request a briefing on your community work. **Outcome**
2. Your executive director is quoted in one news story each month about community safety. **Output**
3. 5000 flyers explaining a new market are sent to community homes and partners. **Output**
4. There are 100 requests for program info from community members in the first quarter of the year. **Outcome**
5. 75% of health centers are using data to inform best practices for resources and programs. **Outcome**



Reality Check

- Doable
- Look for inconsistency
- Test assumptions
- Integrate into overall plan
- Review progress regularly



A stylized cartoon illustration of a penguin wearing a blue suit jacket, a white shirt, and a red tie. The penguin is peeking from behind a set of red curtains. A white speech bubble with a black border points to the penguin's head, containing the text "and one more thing...". The floor is light blue with white lines suggesting a perspective.

and one more thing...



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