



WITHOUT **GOOD COMMS**
YOUR AMAZING
TRANSFORMATION
STRATEGY HAS AN 85
PER CENT CHANCE OF
FAILING
localgovcamp 21.9.18
Dan Slee

@danslee
dan@comms2point0.co.uk

Introductions

@danslee

dan@comms2point0.co.uk



@danslee
dan@comms2point0.co.uk



Kent Fire &
Rescue Service



@danslee
dan@comms2point0.co.uk



“Collaboration and communication are at the heart of Agile ways of working.”

- Lee Emery, Digital Stockport

@danslee

dan@comms2point0.co.uk

A technician wearing a blue cap and black gloves is working on a complex electronic device. The device has many gold-colored connectors and wires. The technician is holding a white paper and a yellow pencil. The device is blue and silver. The text "IT'S NOT COMPLICATED" is overlaid in yellow.

**IT'S NOT
COMPLICATED**

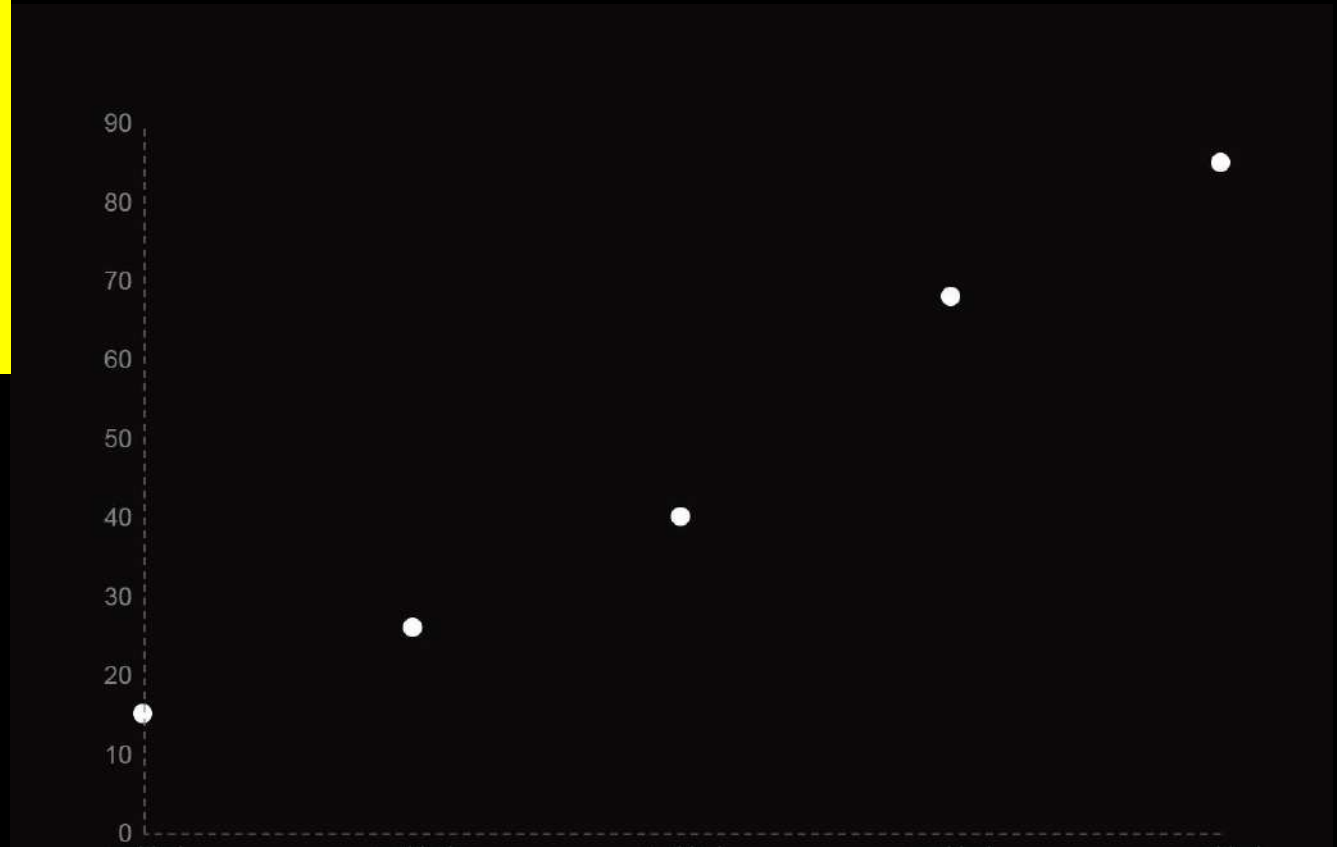
@danslee
dan@comms2point0.co.uk

Some data

@danslee

dan@comms2point0.co.uk

At what stage
did comms get
involved and was
there success?

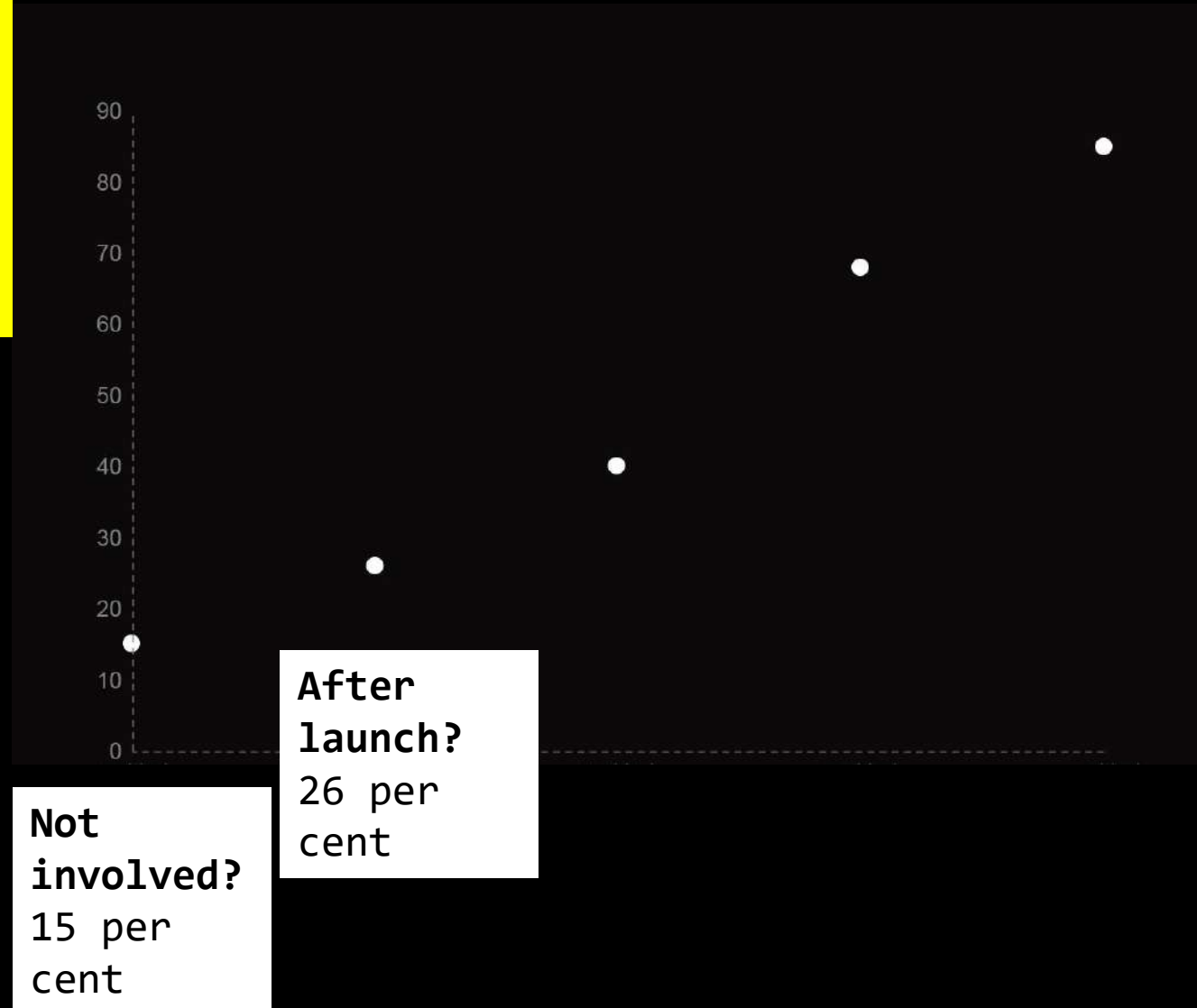


Not
involved?
15 per
cent

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dan@comms2point0.co.uk

Source: comms2point0, 2014

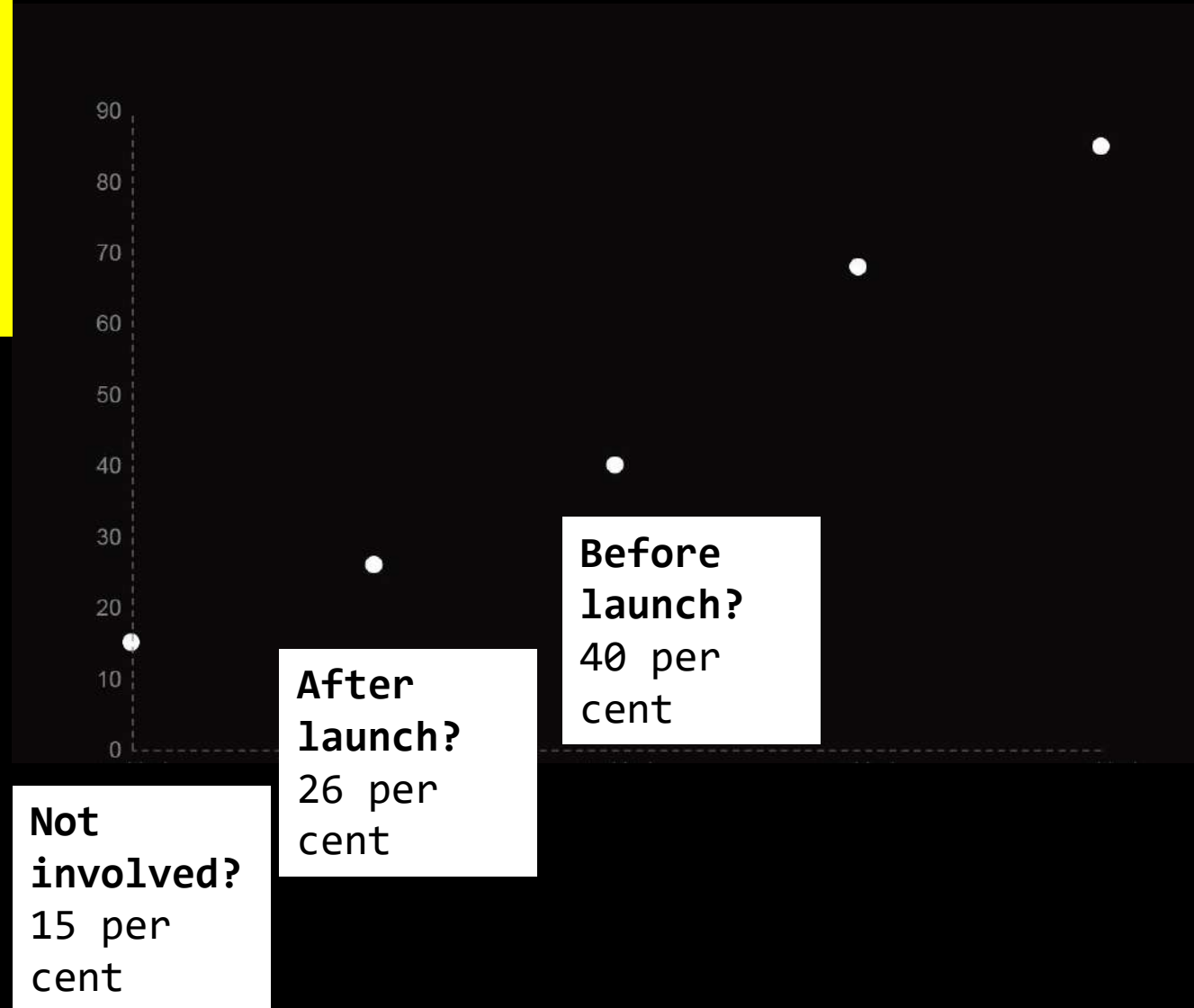
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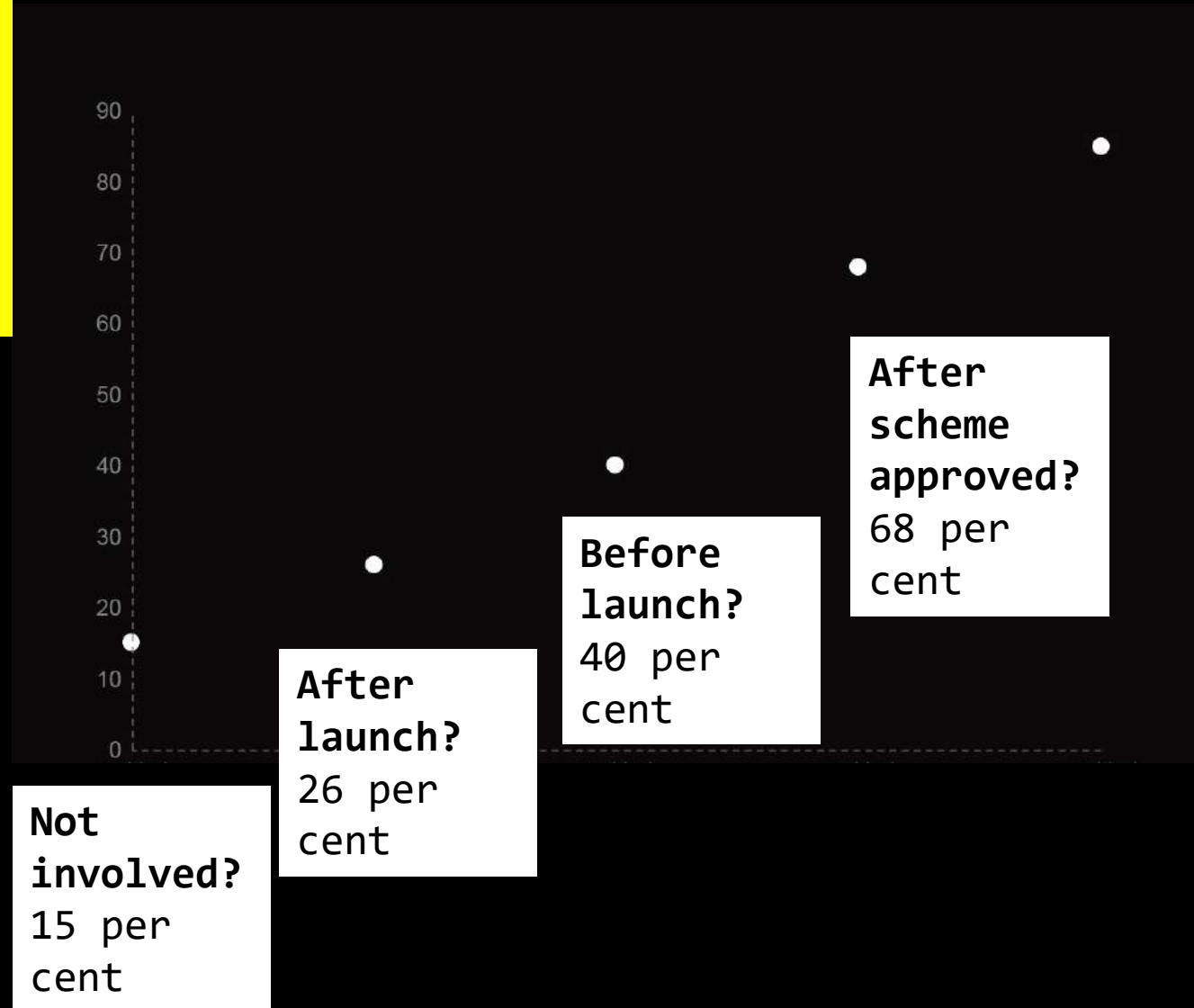
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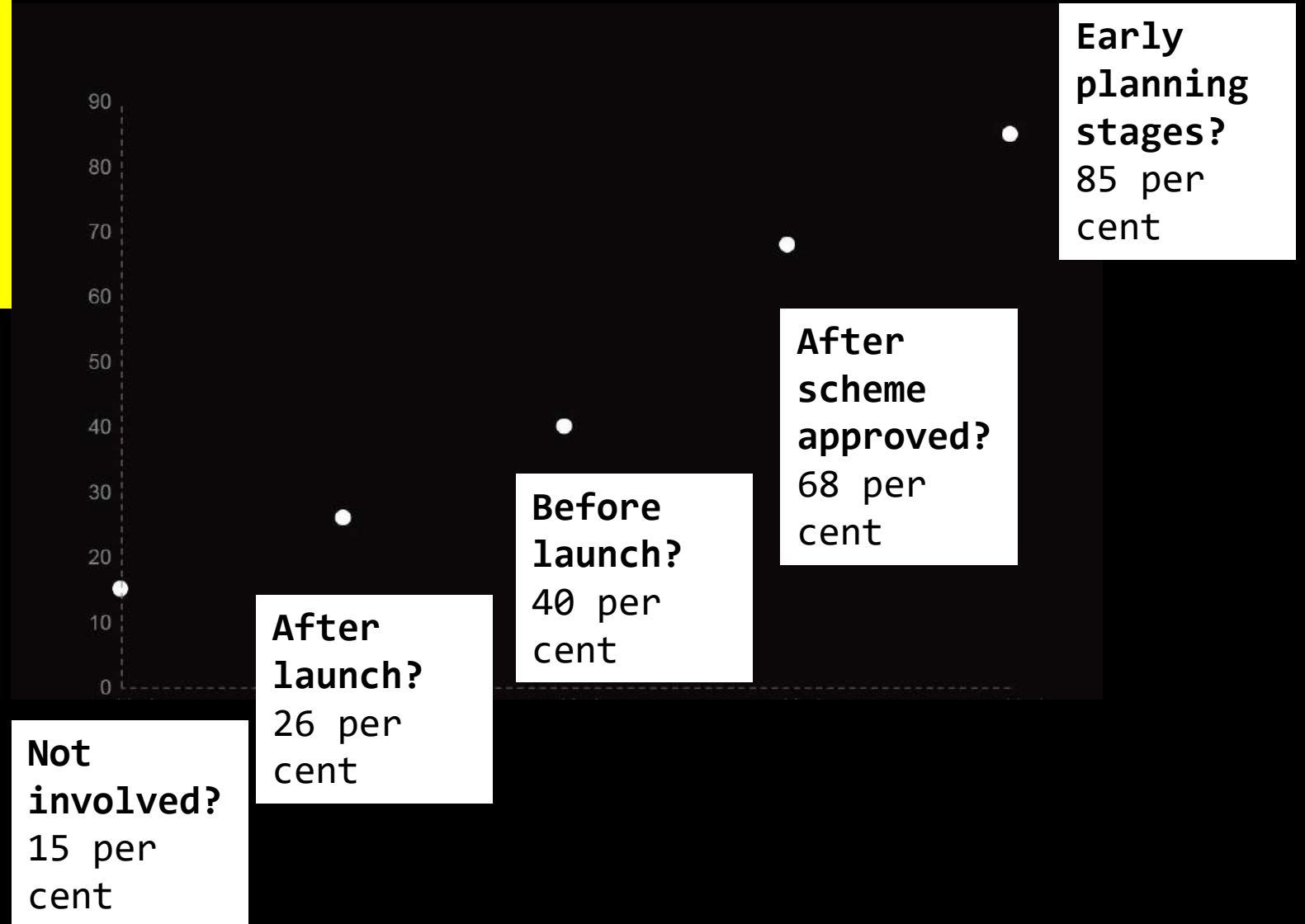
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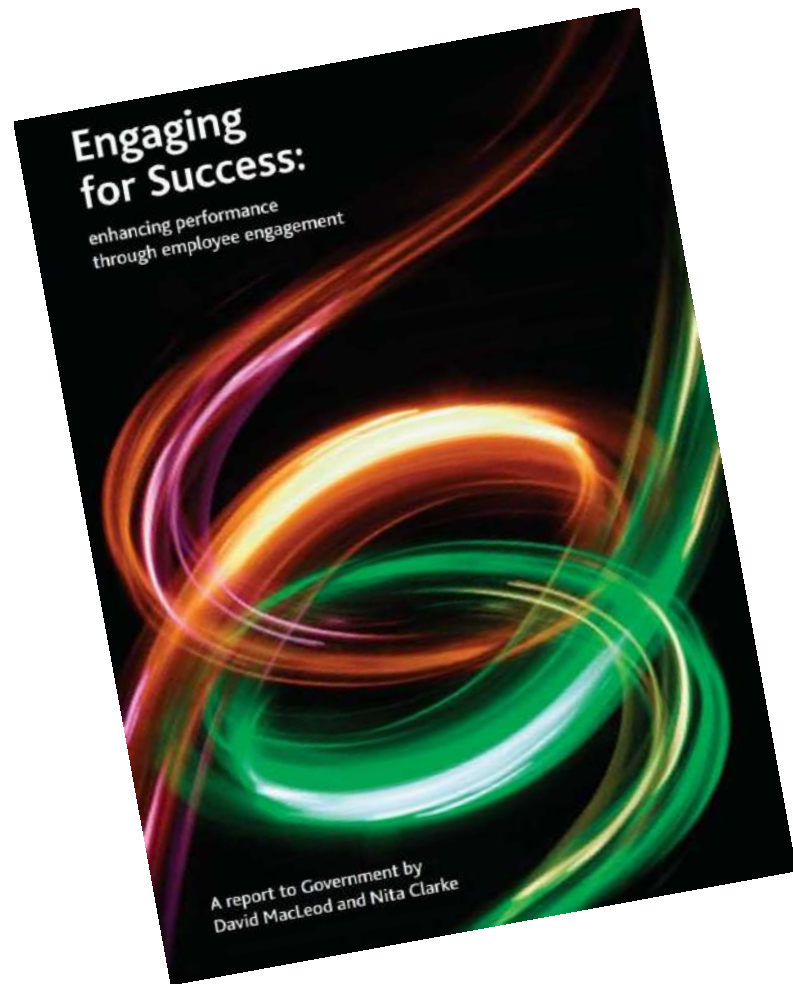


@danslee
dan@comms2point0.co.uk

Why bother with internal comms

@danslee

dan@comms2point0.co.uk



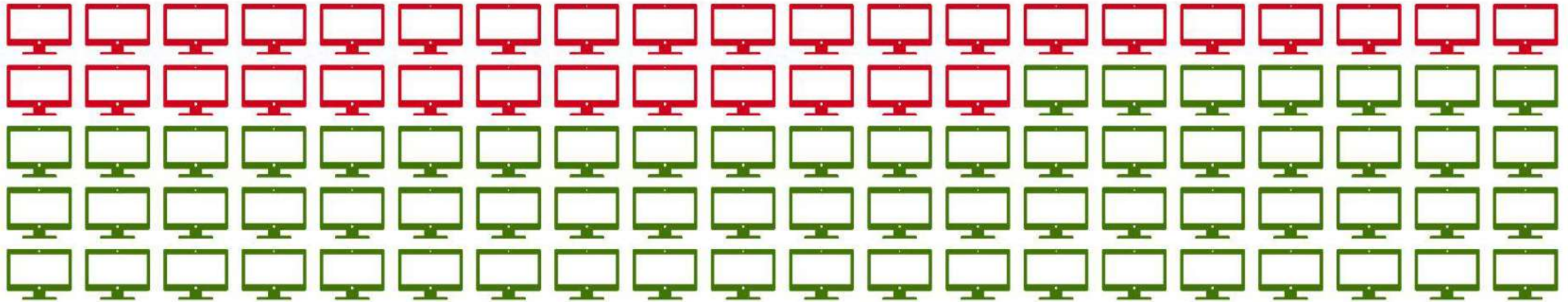
@danslee
dan@comms2point0.co.uk

The engaged and not engaged workforce

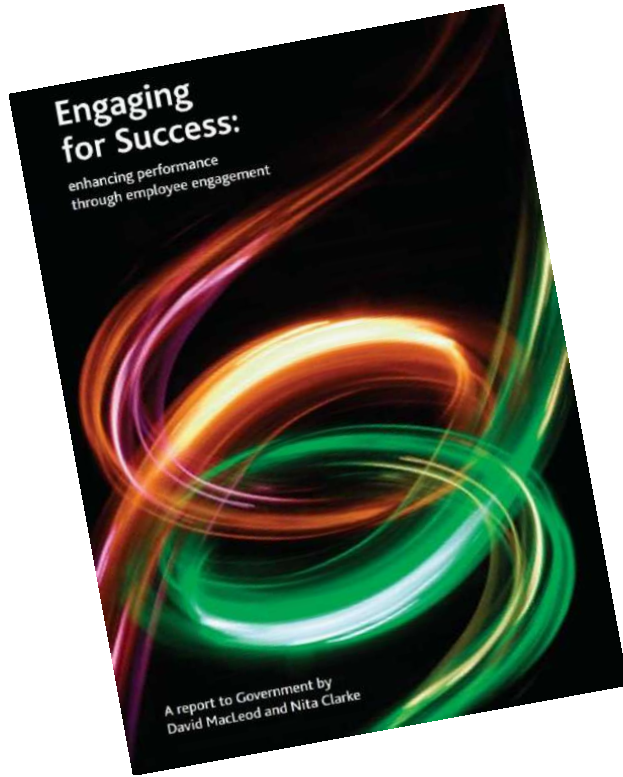


Source: engageforsuccess.org 2017

The engaged and not engaged workforce

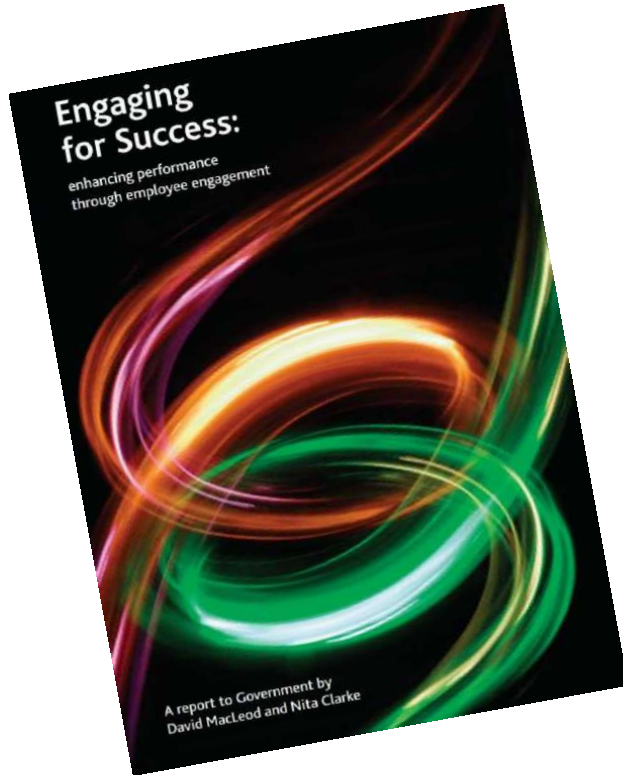


Source: engageforsuccess.org 2017



12 per cent

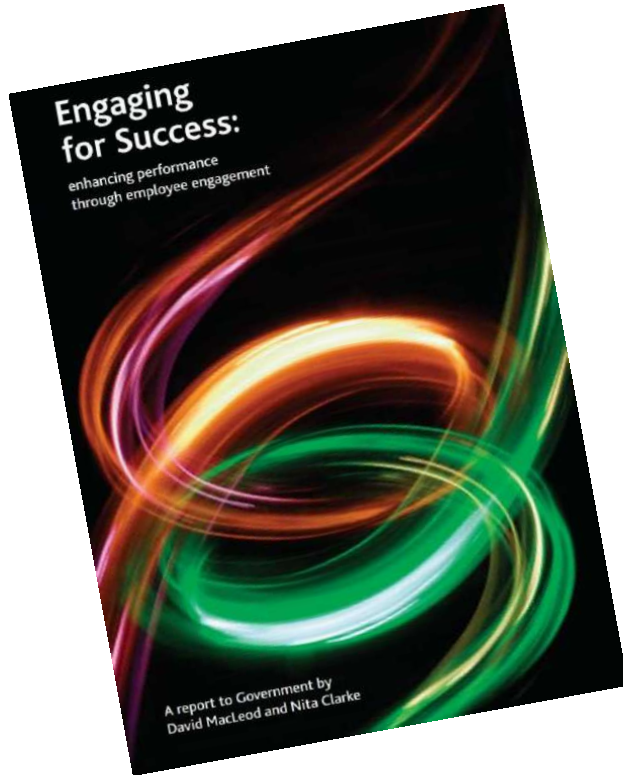
@danslee
dan@comms2point0.co.uk



MARKS &
SPENCER

£62 million

@danslee
dan@comms2point0.co.uk



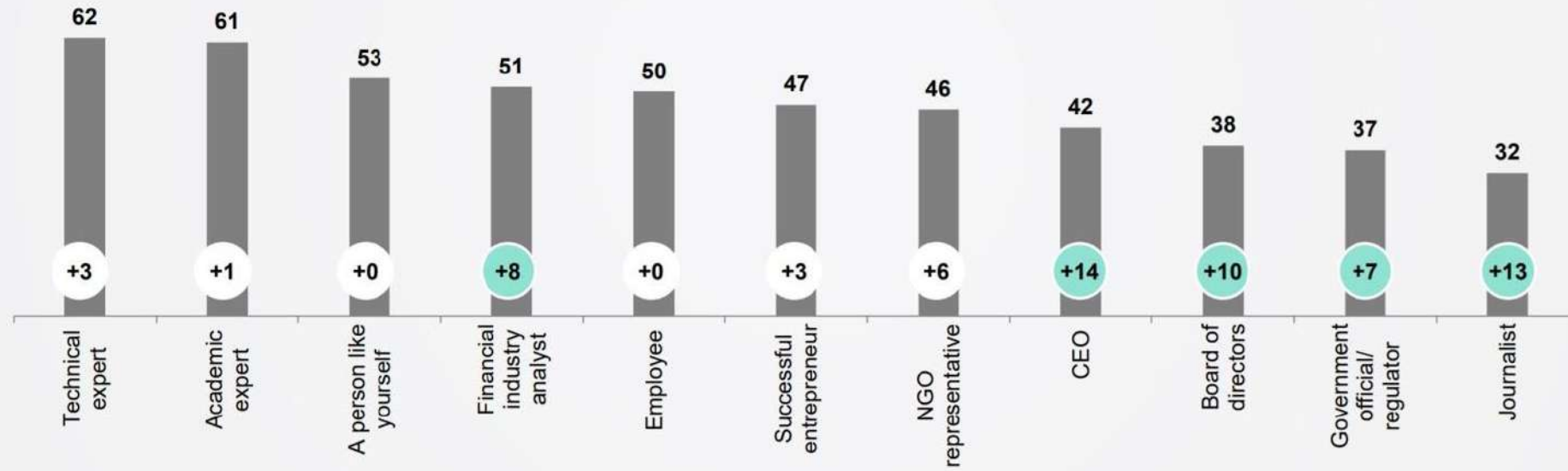
Death rate

@danslee
dan@comms2point0.co.uk

Experts and Leaders Regain Credibility

Percent who rate each spokesperson as extremely/very credible, and percentage point change from 2017 to 2018

● Y-to-Y Change ●



Source: 2018 Edelman. Trust Barometer DRE_PPL [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, United Kingdom, question asked of half the sample.

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@danslee

dan@comms2point0.co.uk



@danslee
dan@comms2point0.co.uk

Use the right channel for
the right audience at the
right time.

@danslee

dan@comms2point0.co.uk



@danslee
dan@comms2point0.co.uk

Comms planning template

1. Where are you now? (You need this nailed before the session.)
2. Where do you want to go and why? (And this needs to be nailed.)
3. Who do you want to talk to and why?
4. What's the one thing you want them to do and why?
5. Where do they hang out?
6. How much time and money do you have to help you reach them?
7. How long have you got?
8. When and how are you going to evaluate?
9. Who are you going to tell that you are doing this so you can tell them how it has gone?
10. What's the timeline of tactics for it all?

Top tool:
Comms
planning
template

@danslee

dan@comms2point0.co.uk

Thank you

@danslee

dan@comms2point0.co.uk

@danslee

dan@comms2point0.co.uk