



Communications for Inclusion – Telling our Stories

Part One: June 10th at 12 pm EST

Part Two: June 17th at 12pm EST

Based on what we're trying to achieve, who do we need to engage - and what messages *matter* to them?

Now, more than ever, our organizational capacity to connect with and engage stakeholders and communities online is a critical element of our organizations' success. Our work and our key messages are about connections, opportunities and helping to build diverse and inclusive workplaces. Our outcomes in most circumstances rely on *engagement*. Our stories contain our organizations' reason for existence and create a compelling case for the social change we seek while enlisting allies, deepening relationships and fostering meaningful collaborations.

An intentional brand, communications strategy and organizational platforms which support and encourage effective story-telling are all critical to engagement and outcomes. Stories happen on our 'front lines' - but simply asking our employees to 'tell stories' isn't even close to a complete strategy. Learn how to facilitate a culture of communication and engagement around our work and its impact on the people and communities we serve – and explore ways to build story-telling into work routines within an intentional communications framework.

Part One - will engage participants in shared learning around the 'why and how' of story-telling including essential story-telling concepts and techniques.

Part Two - participants will learn about how to use existing resources to create a structure to gather, curate and share our work with the specific audiences we wish to engage.

A copy of the presentation will be provided along with resource links and templates to help organizations initiate and implement a communications strategy and engaging online presence.

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