

Take Your Communication Skills to the Next Level

Joe Donovan, Donovan Group

Who am I?

Joe Donovan is the president of the Donovan Group, a school district communications firm.



Our Conversation

What I learned from
Arlene...



Our Conversation

The second topic I want to speak to includes communications tools, tips, and strategies that you can use right away.

Our Conversation

The first thing I want to do is to provide you with some general background about good communications practices.

Our Conversation



Part I: General Best Practices

General Best Practices

#1: Times are changing, but good communication never does.

General Best Practices

#2: Stress the importance of every impression.

General Best Practices

#3: Protect and advance high standards.

General Best Practices

#4: Encourage more communication than what seems necessary.

General Best Practices

#5: Be honest and forthright about bad news.

General Best Practices

#6: Communicate the most when you feel like communicating the least.

General Best Practices

#7: The apology is a great invention.
Do not be afraid to use it.

General Best Practices

#8: Create documents of “frequently asked questions”, even if you do not intend to publish them.

General Best Practices

#9: Recognize “the bubble”.

General Best Practices

#10: Respect is won during crisis situations.

General Best Practices

#11: Focus on integrity.

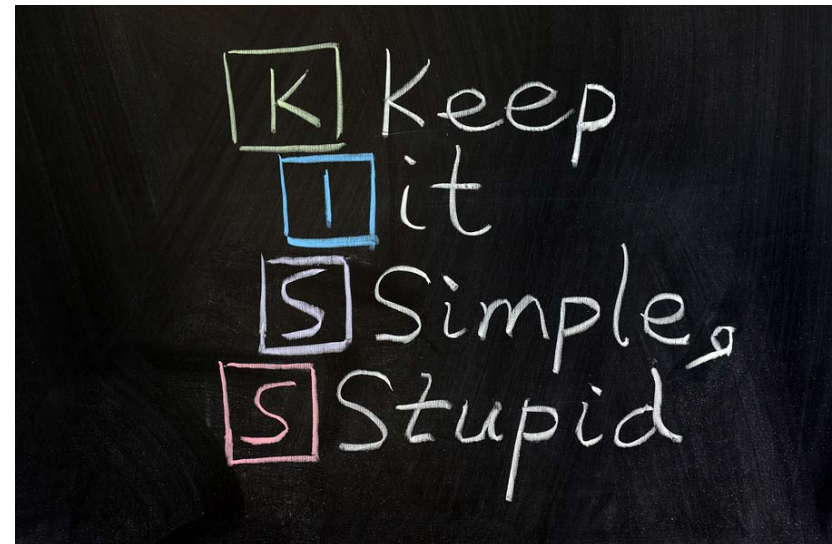
Our Conversation



Part II: Verbal and written
communication

Written Communication

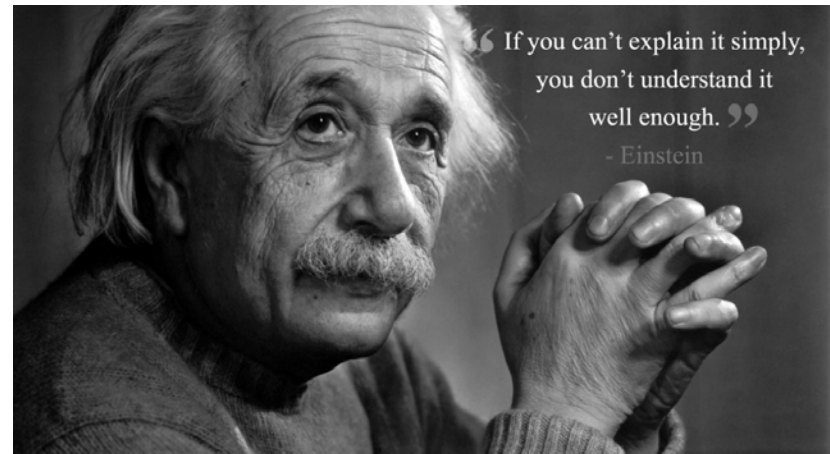
Help communicate
simple things simply.



Written Communication

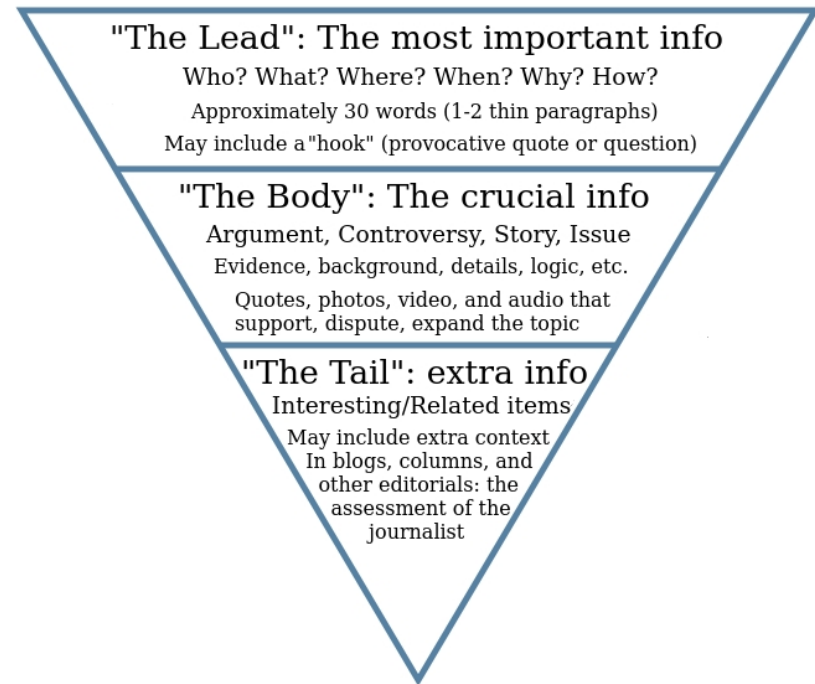
The “Joan Rule”: If my mom can’t get it on one reading, it’s not explained well.

Push for simplicity.



Written Communication

Use journalists’
“Inverted Pyramid” to
convey information.



Written Communication

Grammar (still) matters

Let's eat grandpa.
Let's eat, grandpa.
**correct punctuation can
save a person's life.**

Verbal Communication

In so many ways, you set the tone of the organization.



Verbal Communication

Ask yourself, “What is the clearest way I can communicate this point?”



Verbal Communication

Be confident.



In all things...

Continue to improve
yourself and your
organization.





Thank you

Any questions?