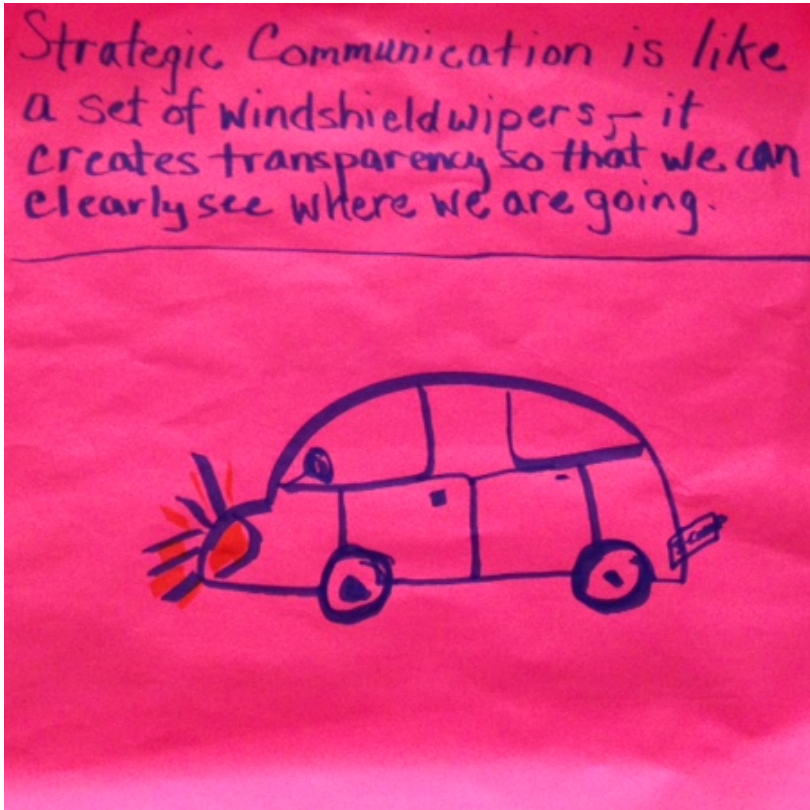


Working Lunch in Role-Alike Groups

Task

- Create a slogan, logo, analogy, simile, metaphor or other visual or literary device for strategic communications (or one of its component parts) to explain the relationship between strategic communication and your specific job responsibilities. This visual or literary device could be used to explain the strategic communications approach to others in your SEA.

Pictures




Listen! J
to hear,
to understand,
to act!
(...and watch out for the
quiet ones!)



Strategic Communication
is like
OXYGEN.....
It must surround
everything we do.

“Siri Says....”



In terms of TA
and Practice
The Comp. Centers
are to the SEAs
what the SEAs
are to
their Districts
and Schools.



STAKEHOLDER ENGAGEMENT TENTS

- RATHER THEM INSIDE PEEING OUT,
THAN OUTSIDE PEEING IN.
- WE'RE GOING TO NEED A BIGGER TENT.
- WHAT DO WE NEED IN THE TENT TO
KEEP IT CLEAN?

Communication is like
An ocean - it can be
deep and treacherous, OR
it can be also be
Beautiful. and Refreshing.

People own what they help create.



Go THE EXTRA

MILE

Absorb

Internal

External

External

Continuous Improvement

