

10th Annual NONPROFIT MANAGEMENT INSTITUTE

Building Resiliency: Yourself, Your Organization, Your Society

SEPTEMBER 10, 4:15 – 5 P.M.

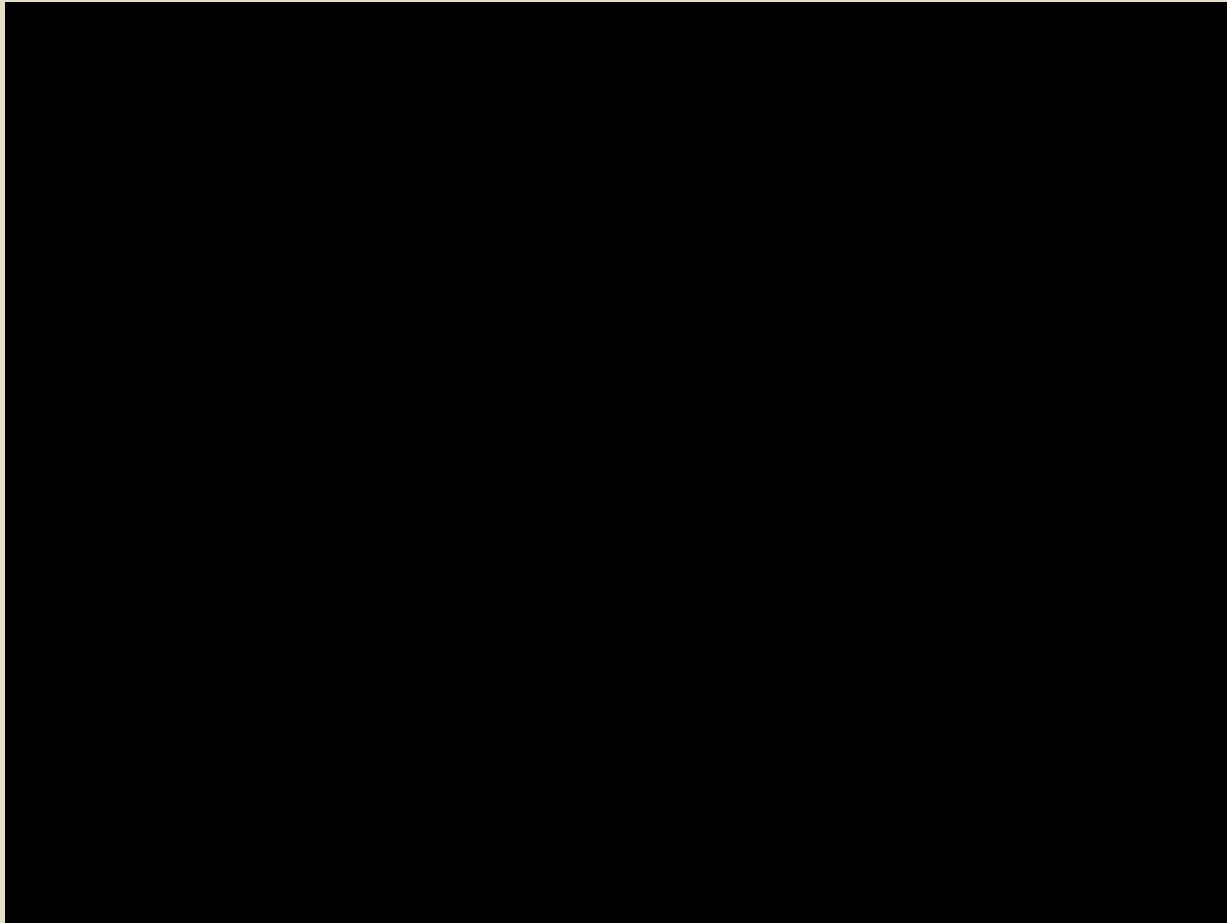
IT GOES TO 11: COMMUNICATION MATTERS



SEAN GIBBONS

executive director,
The Communications Network
🐦@SeanGibbons_

It Goes to 11



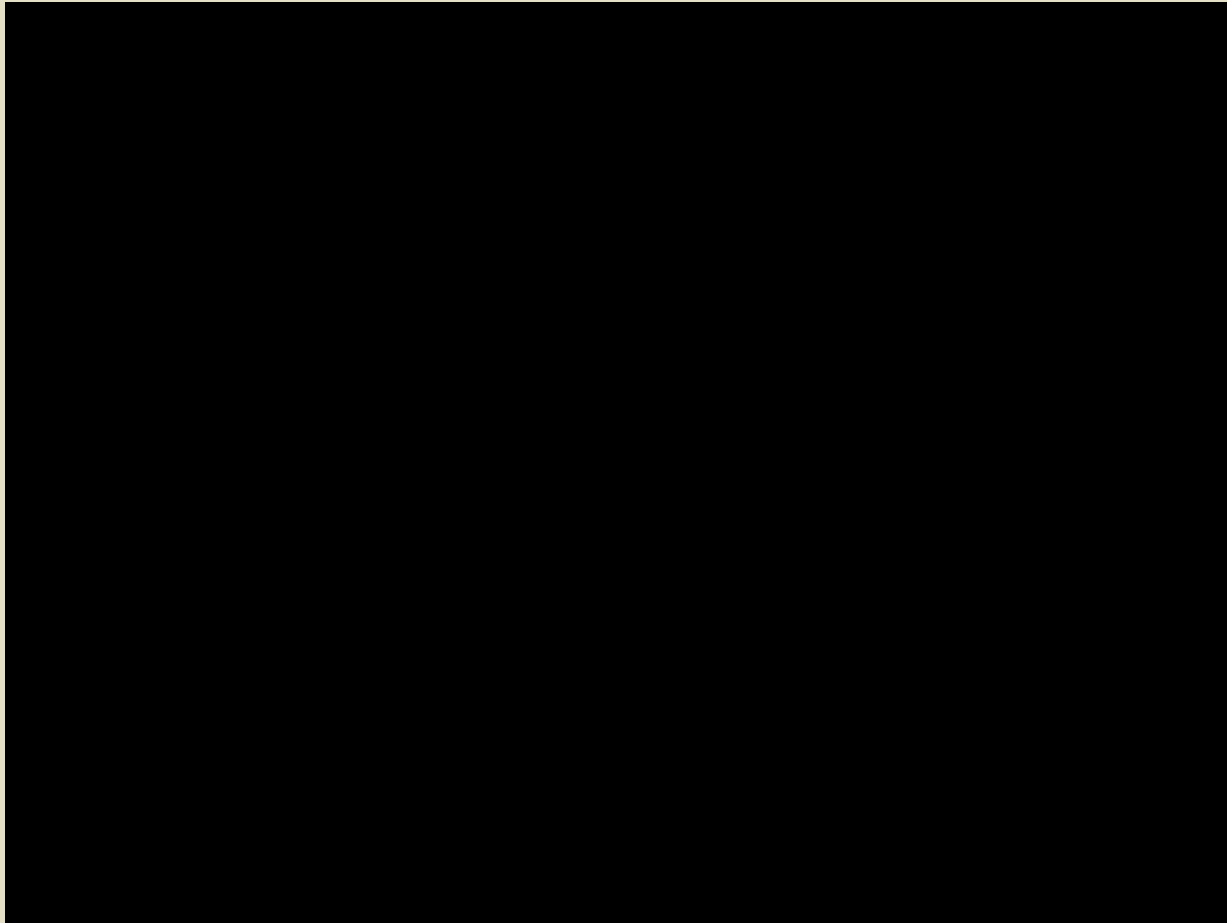
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Organizations
that communicate
well are **stronger,**
smarter, and vastly
more effective.

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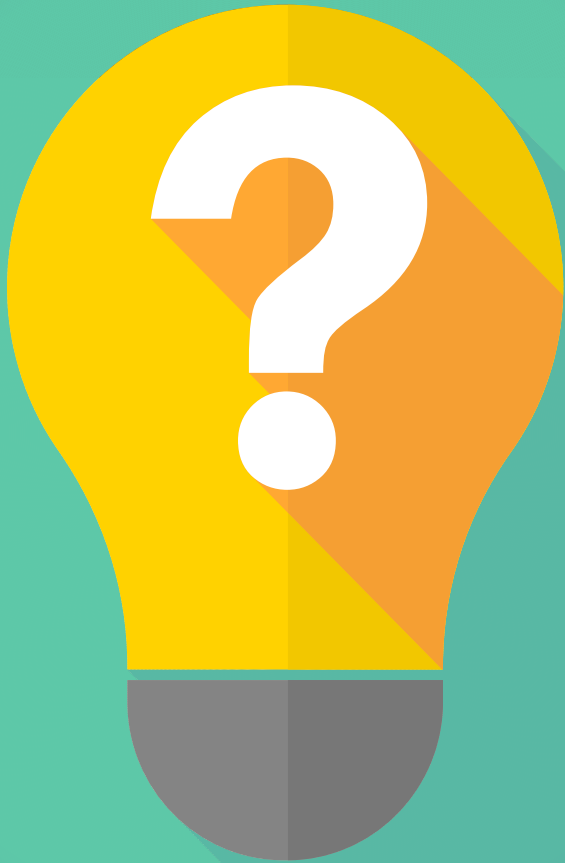
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Create a Culture of Communication



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Organizational culture eats strategy for breakfast, lunch and dinner



Culture



Strategy

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How Do You Get There?



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Leadership

Integration Across Organization



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Examples

Center for American Progress



BILL & MELINDA
GATES *foundation*



**FREEDOM
TO MARRY**

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Brand

Every social change organization, no matter its size or purpose, has three key assets that shape its identity: resources, reputation and relationships.

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Culture

Communicating organizations cultivate certain qualities that make their work compelling to others. You may not have all in equal measure, but you need a minimum supply of each to succeed.

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Strategy

Effective organizations are always strategic (deliberate and intentional) about their communication choices, weighing several distinct, yet related, variables before they act.

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