We all know effective communication is key to personal and organizational success and satisfaction. Most of us think we do a pretty good job.
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov

Tweet with Us: #effectiveleadership or #localgov
@transformgov @SlateComm

Inspiring Innovation to Advance Communities
How To: GoToWebinar

Clicking the rectangle will place you in full screen mode.

Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Today’s Panelists

Kim Newcomer
CEO | Founder
EYE ROLL
POLL

How’d You Do?

1) Better than I thought
2) About what I expected
3) I don’t want to talk about it
WHAT
WHO
WHY
WHAT
YOU TALKIN’ ‘BOUT
An undaunted, inclusive resort community

A lively, connected community

Authentic, active mountain town
IT’S ABOUT THEM, NOT YOU
KNOW YOUR AUDIENCE
AUDIENCE PROFILES

FULL-TIME RESIDENTS: FAMILIES

58% of Avon households are families
58% of Avon kids 3 and older are in elementary school (1-8)
Moms remain the major household purchasing decision maker in about 80% of families
46% identify as Hispanic or Latino
40% Spanish speaking
22% speak Spanish less than “very well”

(Source: American Community Survey; Child’s Play Communications)
MARKETING TO MOMS

According to a 2013 study conducted by Child’s Play Communications, moms remain the main household purchasing decision maker in about 80% of families. Moms are also responsible for the majority of individual household decisions - about two-thirds. Dads continue to dominate decision making in what might be considered traditionally “male” categories. However, moms dominate purchasing decisions for children’s products.

Mom’s Values:
- Family
- Healthy lifestyle and fitness
- Marriage and relationships
- Life balance
- Authenticity

Characteristics:
- Busy and always on the run
- Experts at multitasking
- Being a mom isn’t the only thing that defines moms
- Enjoy helping others and contributing to causes
- Extremely social

Communication & Consumer Behavior:
- More likely than past generations of moms to provide opinions and recommendations
- Highly engaged on social media, as it makes sharing easier and more efficient
- 70% of moms own a smart phone, compared to 60% of the general market
- Look for convenience, and make many of their purchases online
- Expects real, authentic connections with and from brands

(Sources: The Millennial Generation Becomes Parents; Social Moms: Demographic and Psychographic Profile; The New Female Consumer: The Rise of the Real Mom)
Age Distribution at the Top Social Networks

% of Users in Each Age Group - US Data - Users Aged 18 and Over - December 2014 / Source: comScore

- Snapchat
- Vine
- Tumblr
- Instagram
- Twitter
- Google+
- Facebook
- Pinterest
- LinkedIn

Legend:
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

SOCIAL MEDIA PROFILES
Facebook
- Highest usage among 45-54
- 65% of users are age 35+
- Unlike Twitter, average age of users is getting older
- U.S. users: इंट% female, ठंड% male

Twitter
- Virtually equal usage among genders
- Most popular among 18-29
- More urban/suburban users than rural
- High levels of usage among African-Americans

Instagram
- More popular among women
- Equal among Apple and Android users
- Ages 35 and under
- Most popular among urban users
ELECTED OFFICIALS

- Successful business owner prior to serving on Council
- Values relationships within the community
- Remembers what his community “used to be like,” can be distrustful of change
- May be relatively new to town but wants to be involved and understands what his community “could be”
- Passionate about his community
- Does not use social media very much, especially when its related to work
OUTDOOR INDUSTRY: Meet Rocky Mountain Cycles

- Produces bike frames specifically for mountain and fat tire bikes
- Founded in Idaho, but are looking to expand and find a new location for their manufacturing center
- Company still fairly small, and corporate culture is very important
- The overall values of the company focus on ethics and social sustainability
- The company is looking to locate in a place that allows for their products to be tested right there
- They’re also looking for a place that is home to other complimentary businesses, and not overrun with their competitors
- Want to ensure location has good quality of life and is affordable for employees’ families to relocate there
- Employees are excited about locating in an active community with people with similar interests
WHY
IT MATTERS
10 COMMANDMENTS
10 COMMANDMENTS

THOU SHALL:

1. NOT SURPRISE YOUR COUNCILMEMBERS
2. NOT BURY THE POINT IN DETAILS
3. NOT PUSH THY PERSONAL AGENDA
10 COMMANDMENTS

THOU SHALL:

4. SHARE INFORMATION WITH STAFF FIRST

5. RESPECT PEOPLE’S TIME

6. SIMPLIFY
10 COMMANDMENTS

THOU SHALL:

7. SPEAK LIKE A HUMAN
8. TELL STORIES
AFTER A PRESENTATION...

63% OF ATTENDEES REMEMBER STORIES

ONLY 5% REMEMBER STATISTICS
10 COMMANDMENTS

THOU SHALL:

7. SPEAK LIKE A HUMAN
8. TELL STORIES
9. GET VISUAL
PEOPLE REMEMBER

80% of what they see

20% of what they read

10% of what they hear

An infographic is 30x more likely to be read than a text article

90% of information transmitted to the brain is visual
Quality of Life – Overall
Percent rating positively (e.g. excellent/good)

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Image</td>
<td>93%</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>86%</td>
</tr>
<tr>
<td>Place to Raise Children</td>
<td>92%</td>
</tr>
<tr>
<td>Place to Retire</td>
<td>87%</td>
</tr>
<tr>
<td>Overall Appearance</td>
<td>96%</td>
</tr>
</tbody>
</table>

Comparison to national benchmark: ↑ higher, ↔ similar, ↓ lower
Quality of Life – Highest Ratings
All rank higher than national benchmarks

- Natural Environment: Cleanliness: 94%
- Natural Environment: Air Quality: 94%
- Natural Environment: Overall Natural Environment: 91%
- Economy: Place to Visit: 91%
- Built Environment: Public Places: 89%
Quality of Life – Lowest Ratings

- Mobility: Travel by Public Transportation: 41%
- Mobility: Public Parking: 48%
- Built Environment: Affordable Housing: 24% (Lower than national benchmark)
- Economy: Cost of Living: 36%
- Economy: Employment Opportunities: 35%
When asked about their potential support for increased local public funding for parks and recreation-related services, around 8 in 10 residents indicated that they strongly or somewhat support increased public funding for capital projects such as Civic Field and Marina Beach Park, as well as upgrading maintenance levels of existing parks.
Support for Parks and Recreation Funding

8 in 10 residents indicated that they strongly or somewhat support increased public funding for capital projects such as Civic Field and Marina Beach Park, as well as upgrading maintenance levels of existing parks.
10 COMMANDMENTS

THOU SHALL:

10. PRACTICE, LEARN AND IMPROVE
THERE’S AN APP FOR THAT
Virtual Speech's Public Speaking

Nervous in front of crowds

Pro Metronome
Trouble speaking at a normal pace

Ummo
Too many fillers

SpeakerClock
Poor time-management

Teleprompter Pro Lite
Drawing a Blank

Poll Everywhere
Keeping your audience engaged
Driving Innovation

The Alliance for Innovation is inspiring innovation to advance communities. Is your community ready to take the step forward and invest in innovation, future-proof your community, and build a culture of action leaders?

Join today...

Webinar Resources

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org
Save the Date!

Upcoming learning events:

http://transformgov.org/en/calendar

- A Park in the City: An Open Space for the Whole Community on 10/31
- Citizens Without Homes: From Intervention to Permanent Residency, A Shared Service Opportunity! On 11/7
- Managers Forum: Innovation in the Field with Veteran City Manager Peggy Merriss on 12/7
- Workforce of the Future Workshop - CA on 1/18/2018
Effective Communication for Leadership: Who Am I Speaking To?

October 26, 2017

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