



**CalSPRA**

# COMMUNICATOR AS COUNSEL

BECOMING A TRUSTED VOICE AT THE TABLE



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Community Relations*  
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Retirement System

# TODAY'S AGENDA

**I. Introductions**

**II. Becoming the Trusted Counsel**

**III. Questions & Answers**

**IV. Wrap-up with updates from CalSPRA and CAPIO**



# SPEAKER INTRODUCTIONS



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**TRUE OR FALSE...**

IN MOST CASES, THE PIO/COMMUNICATOR HAS THE BROADEST EXPOSURE AND KNOWLEDGE ACROSS ALL FACETS OF AN ORGANIZATION.

WE NEED TO DO THIS, OTHERWISE WE WON'T SURVIVE IN OUR ROLES...

***DO YOU AGREE?***



HOW DO WE BREAKTHROUGH  
TO BE KNOWN AS A TRUSTED,  
PROACTIVE STRATEGIST AND  
EXPERT, RATHER THAN SIMPLY  
THE TACTICAL COMPONENT?



HOW CAN WE REDEFINE WHAT  
BEING A PIO WITHIN AN  
ORGANIZATION MEANS?

***WE NEED TO HELP PEOPLE SEE  
US OUTSIDE OF SIMPLY OUR  
COMMUNICATIONS ROLE...***



ULTIMATELY...

***HOW CAN COMMUNICATORS  
BECOME A TRUSTED VOICE  
AT THE TABLE?***



**TIP #1:**


## **BECOME A JACK OF ALL TRADES**

- **Never stop growing your communication toolbox.**
    - Learning opportunities.
    - Understanding current trends so you can become the trusted expert.
    - Build relationships...
  - **Get to know the business of your C-suite execs.**
  - **Engage in reciprocal coaching.**
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**TIP #2:**

## **BE THE CAPABLE STRATEGIST**


- **Solve problems, even if they're not yours!**
  - **Avoid tunnel vision; pull others out of theirs.**
  - **Let it show that you use data and analytics to drive decisions.**
  - **Demonstrate your ability to be proactive.**
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**DOES YOUR  
ORGANIZATION  
EXPECT YOU  
TO DO THIS?**



## **TIP #3:**

# **BE AWARE...BE ALERT...MAKE CONNECTIONS...**

- **Understand your business, stakeholders and the political environment and possible risks facing you.**
  - **Always monitor various topics, even if they remotely touch upon your business.**
  - **Network as much as possible, ask questions, take notes and make connections with your findings!**
  - **You have the opportunity to forecast the future and proactively address how your organization will face it...**
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## TIP #4:

# BE TRUE...

- **To your stakeholders**
  - Represent their voice
- **To your organization**
  - Show your loyalty
- **To your team**
  - Support your C-suite message
- **To yourself**
  - Ethics matter

## **TIP #5:**


# **ALWAYS BE YOUR PERSONAL BRAND**

- Build relationships and your network.
  - Be consistent in your actions and behaviors.
  - Know where you draw the line.
  - Understand which topics where it's sometimes best to stay neutral.
  - Maintain professional, yet approachable, demeanor.
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# IT IS ALL ABOUT TRUST

Researcher and author James Kane attributes people's trust in each other to:

- Capacity
  - Character
  - Consistency
  - Competence
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# GAINING TRUST...


- **Deliver results and establish a track record.**
  - **Confront reality, even the “undiscussables.”  
Don’t skirt the issue or bury your head in the sand.**
  - **Be a model for accountability.**
  - **Listen, listen, listen...and repeat.**
  - **Say what you’re going to do, and DO IT!**
  - **Be proactive as much as possible.**
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# LOSING TRUST...

- *“Losing trust is just like a crumpled up piece of paper; you can try to fix it, but it will never be the same.” (Anonymous)*
- **It’s difficult to earn trust, but very quick to lose it should something occur or go wrong.**
- **Prevent losing valuable trust by using your communications toolbox provided earlier.**

# EDELMAN TRUST BAROMETER

- **16<sup>th</sup> Annual online study conducted every fall by world's largest public relations firm. Spans 28 countries and 33,000+ respondents total.**
  - **Measures trust in government, businesses, media and NGOs.**
  - **Data overview will be presented at the 2016 CAPIO Conference in Lake Tahoe, April 11-14.**
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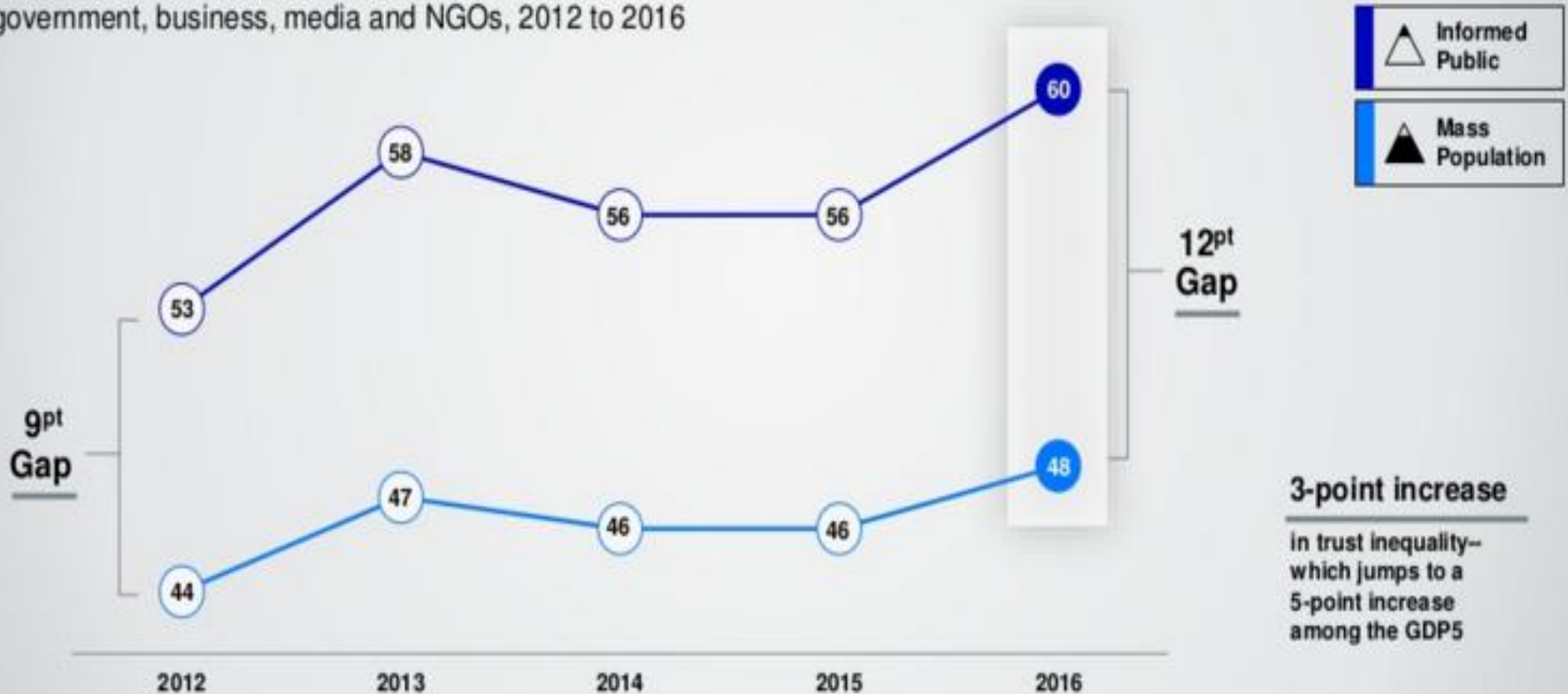
# EDELMAN TRUST BAROMETER

- **2016 data shows:**
  - Trust is rising in the elite or “informed public” group: those with at least a college education, who are very engaged in media, and have an income in the top 25%.
  - However, in the “mass population” (remaining 85% of sample), trust levels have barely budged since the Great Recession.


# EDELMMAN TRUST BAROMETER

## A Significant Divide


Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2016



# EDELMAN TRUST BAROMETER – WHAT DOES IT MEAN TO YOU?

- **Helpful to understand public perception, behavior patterns, especially media usage and consumption.**
  - **Gain a more robust perspective of how to engage with your stakeholder audience.**
  - **Expand your expertise to help you gain trust with your C-Suite executives.**
  - **You will be identified as a trusted strategy expert because you've taken steps to understand the big picture.**
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# **SUMMARY – TOP FIVE POINTS:**

- **Build relationships and your network – constantly seek out information and updates.**
  - **Be consistent in your actions and behaviors; build your character.**
  - **Be proactive by understanding the environment around you. Connect the dots...**
  - **Never stop focusing on your communication toolbox.**
  - **Try to prevent issues before they become problems.**
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# OUR GOAL AS COMMUNICATORS: LET'S SHOW OUR GENIUS!

**“Intellectuals solve problems;  
geniuses prevent them”**

– Albert Einstein

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# VARIOUS UPDATES:



[www.capio.org](http://www.capio.org)



[www.CalSPRA.org](http://www.CalSPRA.org)

**THANK YOU  
FOR PARTICIPATING!**

