

Bil. Alvernaz



Communications

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Communications - the Value Proposition ...

It's all about "telling the story" of your value and purpose to help people better understand:

- ✓ What you do.
- ✓ How you do it.
- ✓ Why it matters.

Communicating and Connecting With People!

An overview of my knowledge, experience, and know-how for communications, public information, and writing:

- Non-profit organizations (local, regional & national)
- Council of Fresno County Governments (regional)
- Merced Workforce Investment Board (regional)
- The TurboTax/Peter Norton empires (national)
- Microsoft & Motorola Corporations (global)
- Aerojet & DoD (national and international)
- Educational Committees/Boards (regional)
- Writing, including for USA Today.

Here is why I am the person you want . . .

I focus on, "What is in the best interests of the organization?" and "How can I make a difference?"

Working as part of the team(s), I am ready to help whenever I am needed. My communications and people skills, plus knowing how to listen, are strong assets!

My Communications Model shows the "big picture." I can be a resource for writing in any area - day or night, including weekends.



WORDS WORK – A Communications Model All of this only happens when a person: Adds a special, infectiously optimistic touch. Makes a difference each and every day. Does whatever needs to be done. Looks at it all as more than "just a job." Consistency & continuity Marketing, PR, Branding, & Image Focuses on "What is in the best interests of the organization / mission / vision?" Pinpoint goals & objectives Cover "What" + "Why" & "How" Roadmap & Communications Plan Collateral & Sales Material Presentations & Speeches Execute for results & success Make great things happen Web Presence & Social / New Media Market and "sell" value proposition Media / Community Relations COMMUNICATIONS Promote the organization's value, scope, & depth "Telling the Story" Internal/External Strategy, planning, & direction Internal & employee communications Finding solutions to problems Internal web site & information Input from stakeholders Easy access to shared information Brain storming & preparation Training & informing staff Organize & manage data & documents Business / market intelligence Research & analysis Inspire staff to be involved / motivated Copyright © 2015 by Bil. Alvernaz

What I will do ...

- Work within and/or create a Communications Plan.
- Identify (and get to know) the people to work with.
 - Leadership, news media, members, and community organizations.
- Get people involved in "making great things happen."
 - People and teams throughout the organization and in communities.
- Implement/manage a Communications Plan.
- Cultivate working relationships wherever needed.
- Develop impactful, readable communications.
- ✓ Monitor results, effectiveness, and impact.
- Consistency/continuity in all messaging.

How will this guy get started?



This would is my approach ...

- \checkmark Keep things going that are working and in motion.
- Define goals and objectives for communications.
- Listen to/watch what is (and isn't) going on.
- S.W.O.T. Analysis to map out a plan/roadmap.
- Research opportunities and potential.
- Analyze the point of view of our audiences.
- $\checkmark\,$ Focus on mission, vision, and core values.
- Maximize news media/social media exposure.
- Implement PSAs and a Speakers Bureau.
- Include testimonials in marketing material.
- V Put my infectious optimism to work!

Positive results and impact!



This is how I will make a difference ...

- One person as the "Gate Keeper" for communications.
- Organized system for distributing/sharing information.
- A company "voice" to reach employees and all areas.
- An effective way to provide news and updates.
- Forms, Data, and Information fast and easy to find.
- Team collaboration/project management online.
 - ✓ Diversity, Safety, Security, change/process management.
- ✓ Greatly reduce use of email for sending "stuff."
- ✓ Help people better communicate.
- $\checkmark\,$ A writer for content, liaison, and coaching.
- $\checkmark~$ ALWAYS cost effective and UNDER budget.



http://alvernaz.com/bil.html

Thank you for your time and consideration.

I appreciate this opportunity to "tell my story."



"Some men see things as they are and ask, Why? I dream of things that never were and ask, Why not?" Robert F. Kennedy