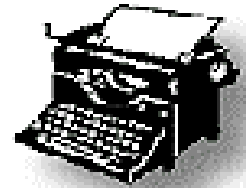




**Bil. Alvernaz**



**Communications**

## 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 . . .

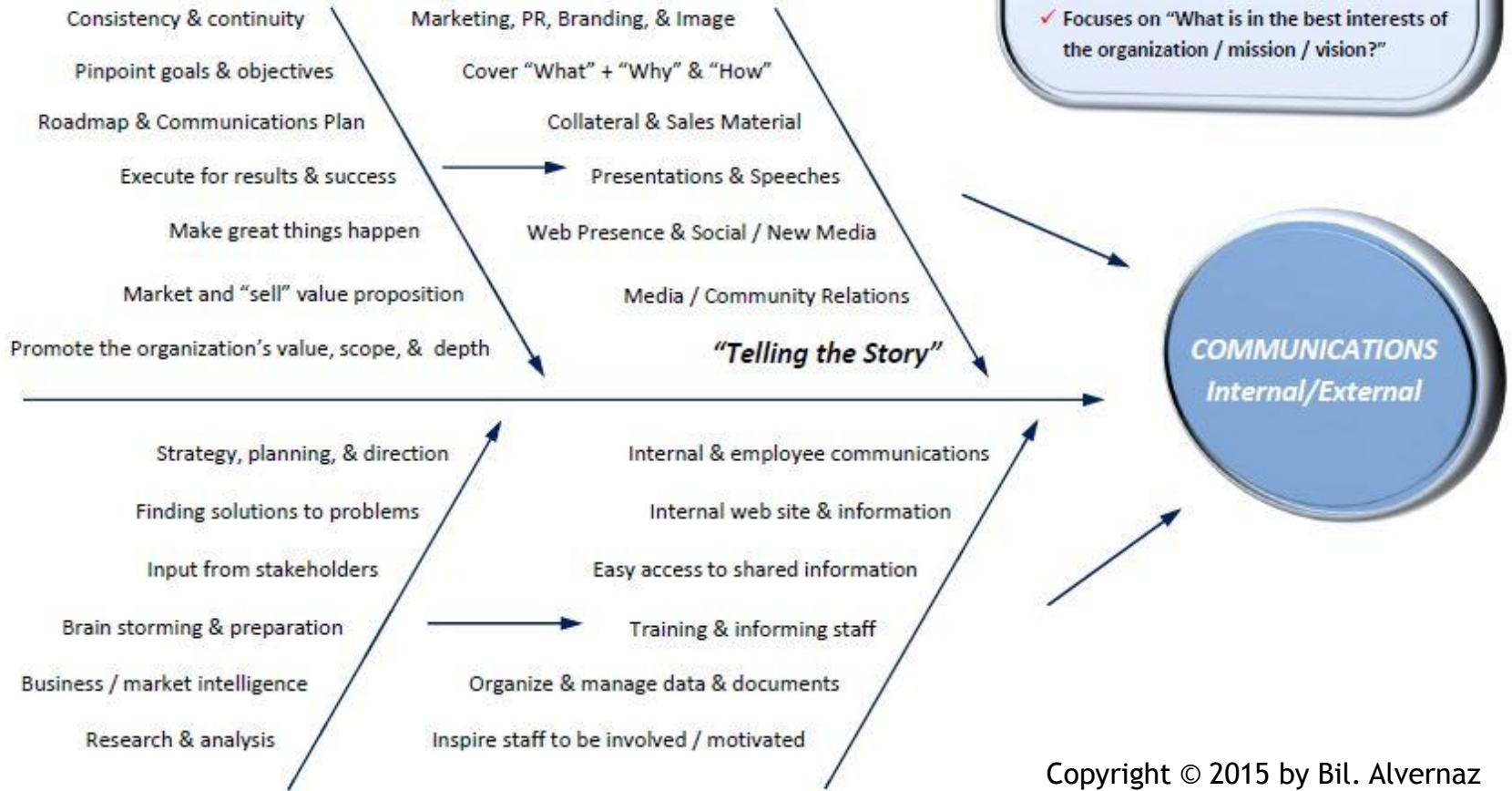
I focus on, “What is in the best interests of the organization?” and “How can I make a difference?”

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™



# 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.

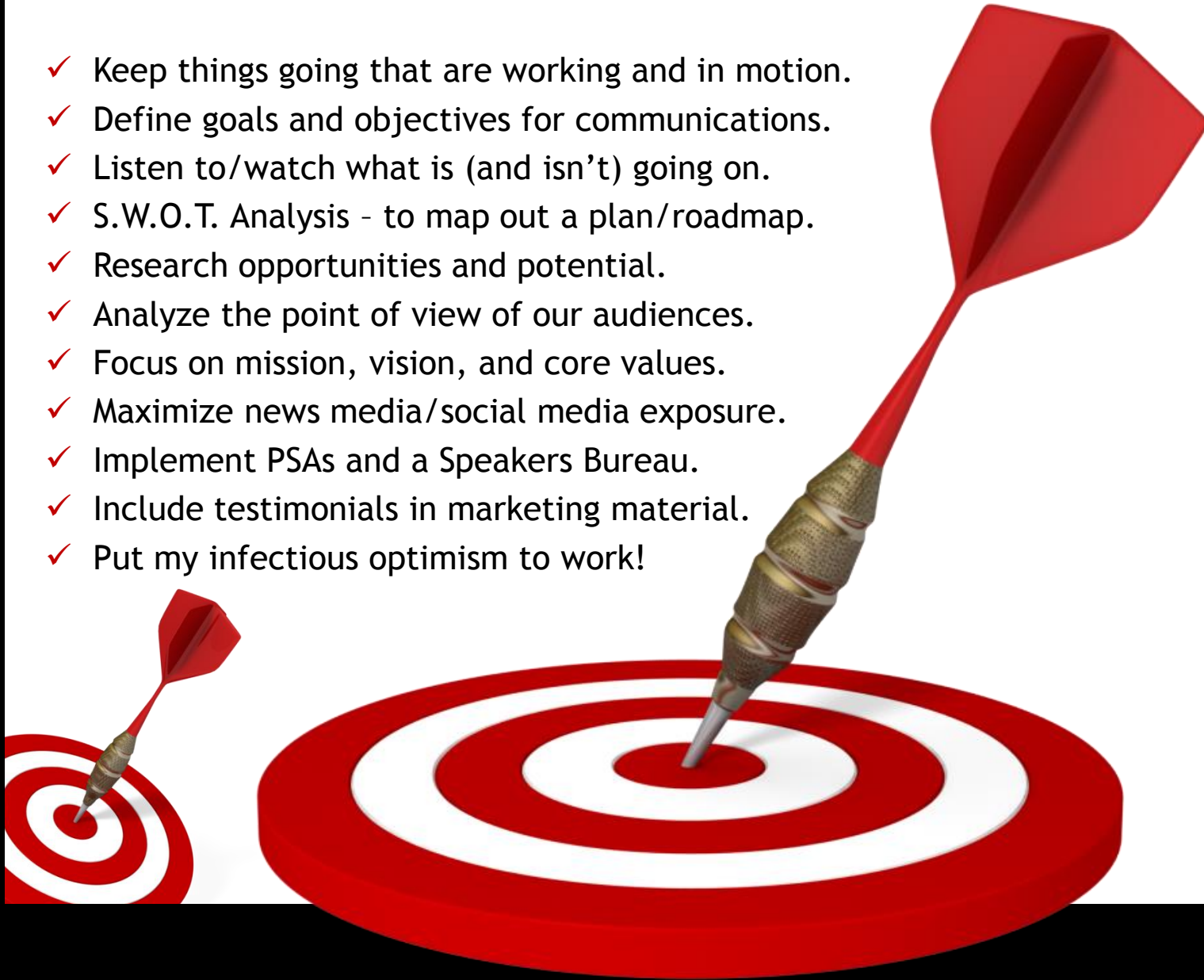


**How will this guy get started?**



## This would be my approach ...

- ✓ 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.
- ✓ Focus on mission, vision, and core values.
- ✓ Maximize news media/social media exposure.
- ✓ Implement PSAs and a Speakers Bureau.
- ✓ Include testimonials in marketing material.
- ✓ 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.
- ✓ A writer for content, liaison, and coaching.
- ✓ 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

