



Foundational Learning



Workflow Learning



Performance Learning

Lesson 5: Promoting Small Business



- Implement a communication plan that promotes small business and fosters organizational understanding, awareness, and collaboration

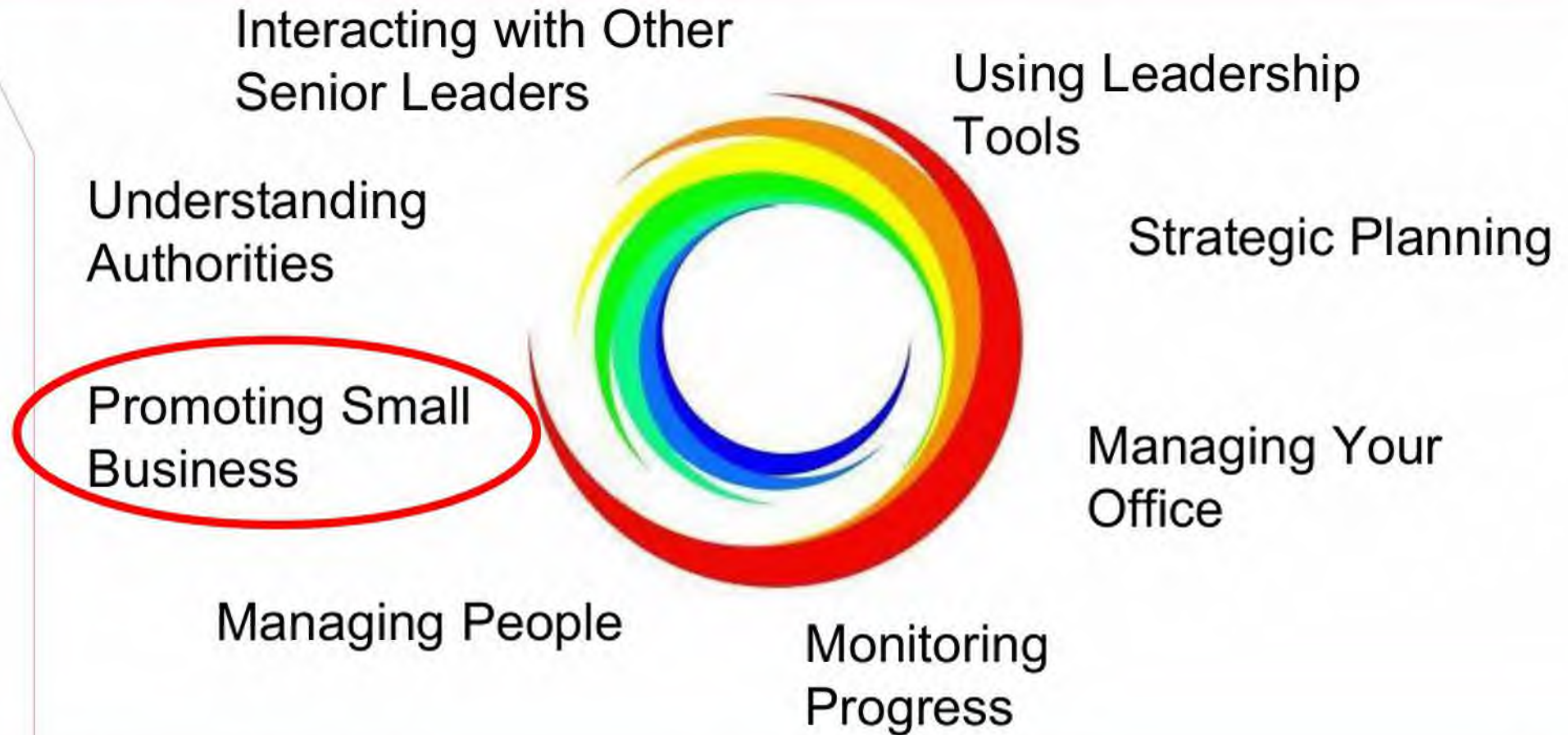


- Develop an Office of Small Business Programs (OSBP) communication plan to promote the small business program and enhance organizational understanding and awarenessDevelop persuasive content to explain the details and benefits of small business to key internal or external stakeholders
persuasive content to key internal or external stakeholders





Small Business Senior Leader Leadership Cycle





- Why is it important to understand the needs and concerns of stakeholders as you think about what to communicate? In what ways does the medium selected for delivering information to an audience matter?

Communication Planning



As Small Business Senior Leaders, you will: Identify your communication goals, objectives, and target audiences Plan your communication activities to achieve your goals



Focus On the “What” to Achieve the “Why”



Steps for Developing a Communication Plan

1. Review mission and strategic plan
Identify target audiences
Identify communication objectives

4. Create key messages
Determine methods and media
Plan and track message delivery

1. Review Your OSBP Mission and Your Strategic Plan

- Identify communication focus areas
Assess the environment for trends



Strategic Goal: Increase annual percentage of awards to WOSBs to 7 percent within five years

Communication Goals: Promote benefits of using WOSBs to internal stakeholders

Increase awareness of organizational requirements among WOSBs



2. Identify and Characterize Your Target Audiences

Are they internal or external stakeholders?

What are their most pressing concerns and issues?



What communication methods have been successful in the past?

Internal Audiences: Program Managers with requirements that could be fulfilled by WOSBs
External Audiences: WOSBs that provide the types of products and services required for upcoming acquisitions (particularly newer WOSBs)



3. Identify Your Communication Objectives



Educate



Create Awareness



Change Views and Shape Attitudes



Recruit and Develop Advocates

Communication Goal: Promote benefits of using WOSBs to internal stakeholders
Communication Objective: Educate and create awareness about the benefits that have been realized by organizations that used WOSBs to fulfill requirements similar to theirs



4. Create Your Key Messages



- Identify the primary message
Develop key messages for target audiences
Identify barriers to success and solutions

Internal Audiences – Program Managers: Success stories that highlight needed services and products provided by WOSBs
Benefits WOSBs bring to the table
External Audiences – WOSBs: Selling to the organization: Highlight WOSB capabilities that help meet mission requirements
Tips on how to market to the organization



5. Determine Delivery Methods and Media

- What information do you need to convey? How complex is the information? Who is your target audience? Who can you engage for assistance?



LEAN



More Impersonal Less
Complex
Information Newsletters Websites
SharePoint



RICH



More Personal Complex
Information Face-to-Face
Meetings Conferences

Internal Audiences – Program Managers – Delivery method: Brown bag lunch – share: Success stories that highlight needed services and products provided by WOSBs
Benefits WOSBs bring to the table
External Audiences – WOSBs – Delivery method: Host an industry day- discuss: Selling to the organization: Highlight WOSB capabilities that help meet mission requirements
Tips on how to market to the organization



6. Track Message Delivery

Determine metrics for assessing results



Internal Audiences – Program Managers – Metrics: Number awards to WOSBs
Feedback from PMs
External Audiences – WOSBs – Metrics: Number awards to WOSBs
Feedback from WOSBs



- Assign responsibilities
Create a spreadsheet to track expenditures
Create a master event calendar
Include assessment metrics



- Develop a communication plan that aligns with your strategic plan
Identify appropriate leadership tools and resources that can contribute to your plan's development and implementation
Be prepared to share your plan during the debrief





Activity 5.1: Grading Rubric

Communication Plan Element Demonstrated	Points
States vision and mission	1 point
1. Identifies communication objectives and matches each with its target audience(s)	2 points
2. Identifies the target internal and/or external audiences based on strategic goals	2 points
3. Identifies what's important to them	3 points
4. Describes key messages for specific target audiences	4 points
5. Identifies methods and media that are appropriate for the key message and target audience	3 points
6. Identifies frequency	1 point
7. Provides metrics to assess communication effectiveness	2 points
8. Identifies appropriate leadership tools and resources to support the plan's development and implementation	2 points
Total Points	20 points

- How did you identify your communication priorities? What information from the strategic plan did you use to help you identify your communication objectives? How did you select the target audiences you wanted to reach through your communications? How did you determine a match between method, media, and target audience? What leadership tools would you consider using to develop your communication plan?



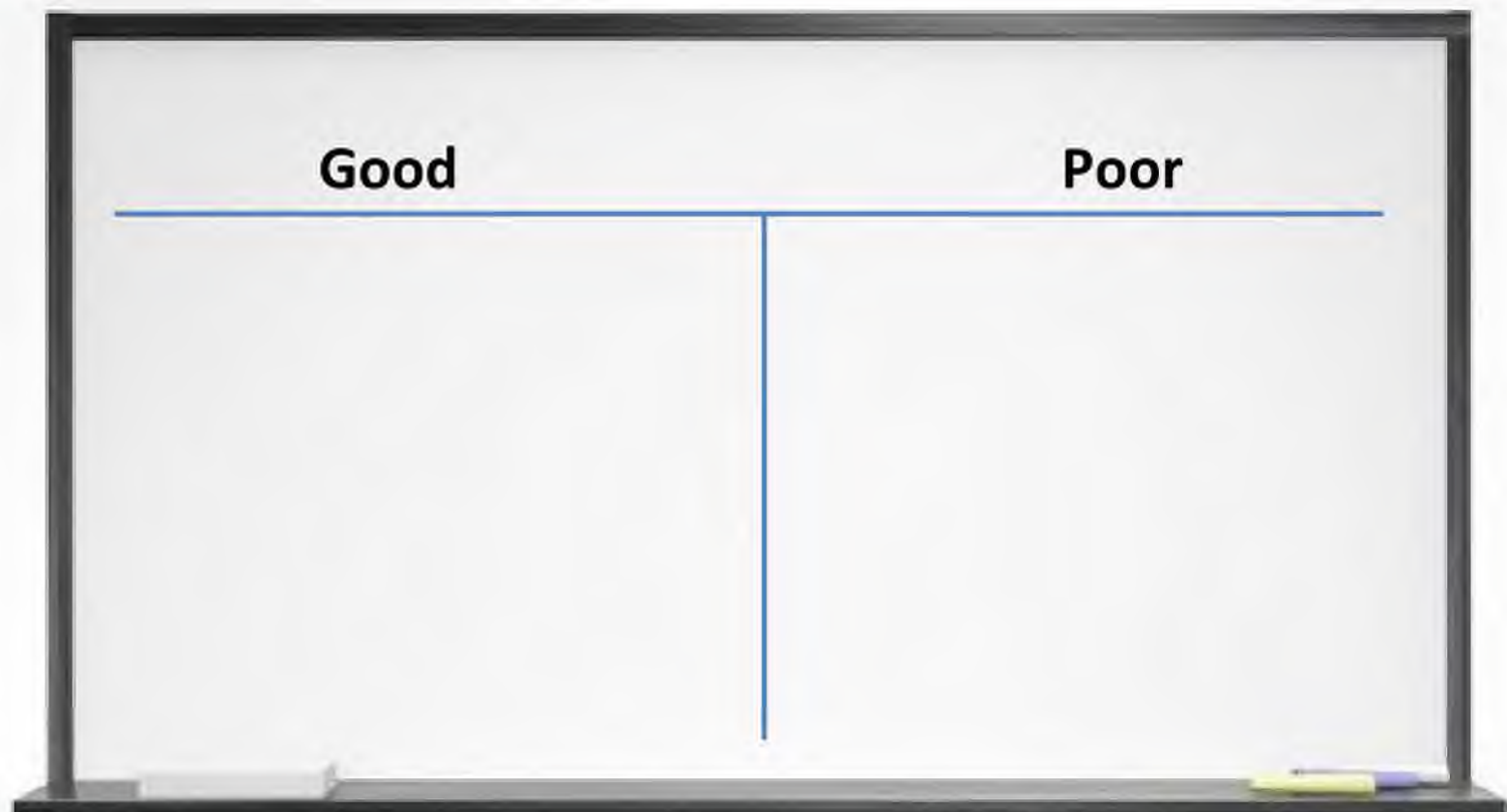
Key Learning Points

- Align communications with the OSBP mission and strategic plan
Identify the issues and concerns that will help characterize each target audience
Select media and methods that match the audience needs and complexity of the message
Establish communication priorities to get the most out of your budget and resources
Always evaluate your communications to determine their effectiveness

As Small Business Senior Leaders, you will:
Deliver information to internal and external stakeholders
Identify opportunities for practice and improvement



Good and Poor Presenter Traits



How to Give a Killer Presentation



Managing the Question-and-Answer (Q&A) Process





- What are your strengths and weaknesses when it comes to developing and delivering presentations? In what areas would you like to improve?

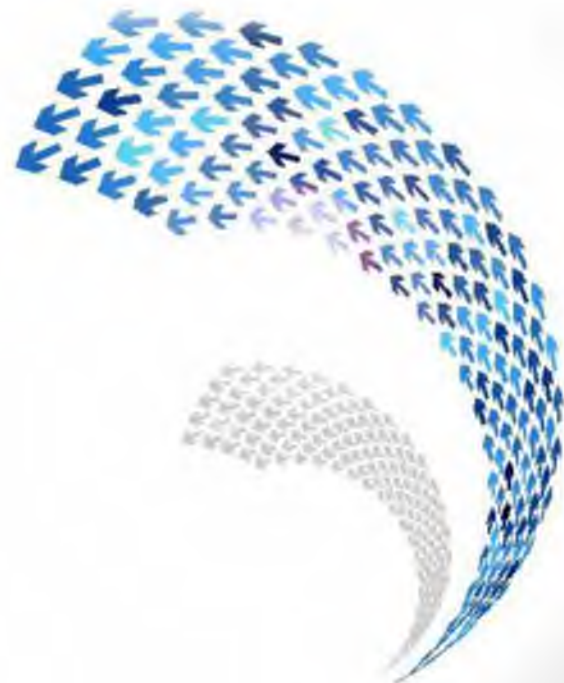


Activity 5.2: Inreach/Outreach Presentations

– Graded Activity



Develop Your
Presentation: Select a topic
from your communication
plan Develop a 5-minute
PowerPoint presentation for
your target audience



Consider the tools and resources we reviewed. Which ones would be applicable for the presentation development and delivery step?

- SWOT/PESTLE Stakeholder Mapping Cialdini's Principles of Persuasion Risk Analysis and Risk Management
- Gap Analysis Oz Principle SBI (Situation, Behavior, Impact) Perceptual Positions

Activity 5.2: Grading Rubric (1 of 2)

Presentation Element Demonstrated	Points
Demonstrates enthusiasm for the topic	3 points
Can be heard in all areas of the room	2 points
Uses eye contact to hold audience attention	2 points
Moves fluidly; gestures and mannerisms are not distracting	3 points
Presents information in a logical sequence with a clear beginning, middle, and end	3 points

Activity 5.2: Grading Rubric (2 of 2)

Presentation Element Demonstrated	Points
Supports main points with persuasive elements	3 points
Ensures that message is meaningful to target audience	2 points
Uses slides and graphics to support the story rather than duplicate it	3 points
Repeats questions to the audience before responding	2 points
Responds to questions knowledgeably or promises to find the answer and respond later	2 points

Deliver Your
 Presentation: Determine
 presentation order Deliver
 your presentation Answer
 questions Receive
 feedback from the
 instructor and peers For
 homework: Reflect on the
 experience and conduct a
 self-assessment



- How did the discussion about good versus poor presentations influence the way you developed your PowerPoint presentation? What did you learn from your experience as an audience member that you can apply as a presenter in the future? What, if anything, would you change in your presentation? What leadership tools can you apply in the future as you prepare for and deliver presentations?



- Review: The strengths and weaknesses you identified earlier. The feedback you received. Your video. Reflect on your presentation and conduct a self





- A communication plan is essential for promoting the small business program to internal and external stakeholders. It is important to thoughtfully consider the appropriate media for each message and its target audience. Preparation and practice are essential to ensure that key messages resonate with target audiences.



- How will you approach communication planning in the future? How can the communication plan you thought through today inform your office's communication plan? What will you consider doing differently with your communications to your internal and external stakeholders? What's one thing you can do right now at your workplace? What other insights do you have from the lesson?