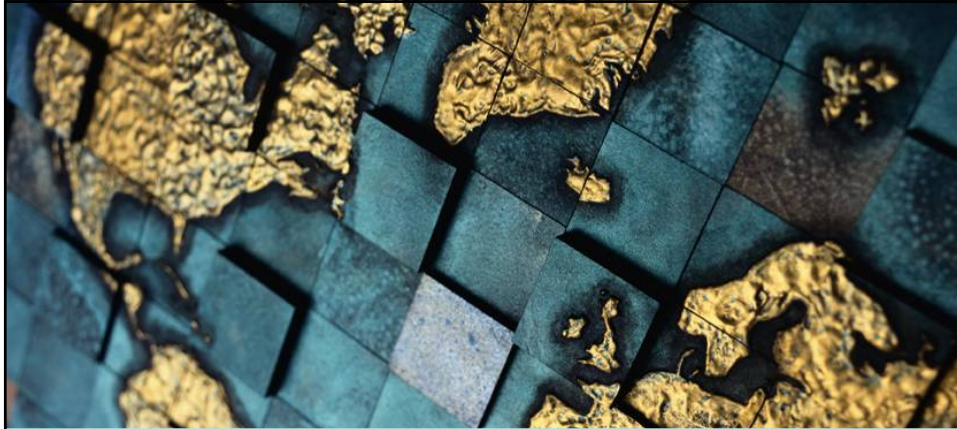




Leveraging Executive Communications

Vincent Rhodes, Communications Mgr.

Create a Compelling Narrative

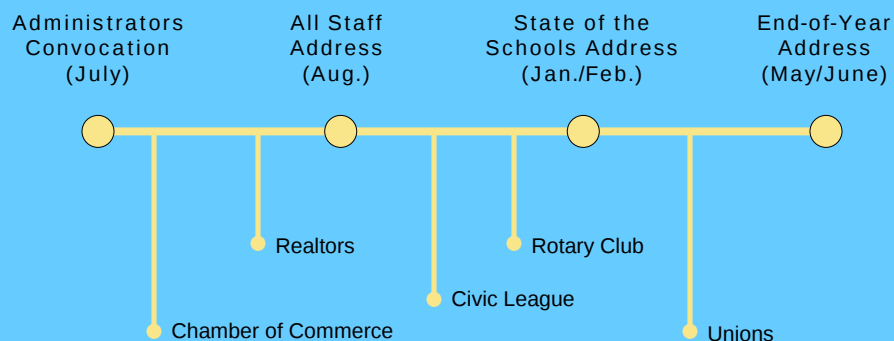




Exec Comm Functions

- ❖ Codifying key messages
- ❖ Developing speeches and presentations
- ❖ Capitalizing on downstream opportunities for executive communications
- ❖ Proactively positioning speakers

Other Speeches



Connecting the Stump Speech & Key Themes to Other Talks

“Downstream” Opportunities

- ❖ Post speeches on web
- ❖ Talking Points
- ❖ *PostScript*: Executive speech digest
- ❖ State of the Schools booklet
- ❖ Connection Kit: Collateral materials for principals
- ❖ Op. Eds
- ❖ Blogs
- ❖ Podcasts