

Utility Communications – It Matters! (Revised)

Building trust and credibility with the community is an integral part of delivering on a utility's mission of providing reliable drinking/wastewater services at a reasonable cost. Often overlooked is that every employee and board member is an emissary for the utility. This training provides board members, staff, and operators with an understanding of basic tools to plan for and deliver effective messages so utility personnel can convert opportunities to communicate into positive public interactions during good times and bad.

Schedule

9:00-9:15 – Interacting with GoTo Training platform, course agenda, pre-test – 15 minutes

9:15-12:15 Course Content

- Why Communication Matters – 30 minutes
- What's in it for the utility
 - Why it matters
 - Setting the stage for utility change
- Strategic Planning – 30 minutes
 - Board sets the tone
 - Setting Objectives
 - Defining messages
 - Allocation of resources
- Psychology of Communications – 30 minutes
 - Acute Vs. Chronic
 - Lizard Brain
 - Message sent vs. message received
- Basic Principles of Communication – The “How To's” - 40 minutes
 - Developing Core Messages
 - Channels
 - Tools and Resources
- Types of Communication – 20 minutes
 - Stakeholder
 - Project or Program Specific
 - Emergency Response
 - Crisis
- Resources to walk away with – 30 minutes
- Wrap up and Post Test – Did you get the message? - 15 minutes