

DEFINITIONS AND EXAMPLES for your INTERNAL COMMUNICATIONS PLANNING

Key Messages

Key Messages are brief statements that clearly state what you want people to remember and do. For example:

- ★ “Our mission at ABC agency is to help people choose and live valued lives. Ask Me! results are one important way we know how well we’re doing.”
- ★ “Ask Me! results help us better understand what’s important to the people we support.”
- ★ “We use Ask Me! results to constantly find better ways to support people.”

Think about key messages this way – if someone asked an employee about Ask Me!, what could they remember about it to give a response? It’s important to incorporate the essence (if not the exact words) of these key messages into your communications often to help people remember what’s important about Ask Me! to your agency and the key things you’re doing.

Communications Strategies and Methods

The individuals or groups you list will depend on how you operate and what will work best for you. The examples below are just some ideas of groupings. Internal audiences can include, for example, employees, Board of Directors, volunteers, self-advocacy groups facilitate by your agency. Breaking down the group called “employees” into even smaller segments is a good idea since different groups of employees often have varying work situations and communications with them will need to meet their needs.

You may find it helpful to list all the ways you can and do communicate with your internal audiences. Also, different groups frequently have different access to methods of communication. Some have access to e-mail, others don’t. Some attend regular group (e.g. department) meetings, others just interact with a supervisor periodically because they work outside an administrative office.

Think through what the best ways to communicate with each individual or group might be. How often does that individual/group need to hear the key messages and other Ask Me! information. What’s the best timing?

EXAMPLE: Strategies and Methods for Communicating about Ask Me!

INDIVIDUALS/GROUPS	Agency Meetings	Supervisory Meetings	Orientation	Agency Newsletter	Employee Training	Other	Other
Direct Support	Sept 20 mtg Review Statewide and most recent agency results	Sept 1: All supervisors who Ask Me PowerPoint	As of Sept 1: Include Ask Me PowerPoint in new employee orientation	1 Ask Me! article per quarter			
Management	Review latest Ask Me! results and progress on Action items at every monthly meeting			1 Ask Me! article per quarter			
Intake/Outreach Staff		Supervisor reviews latest Ask Me! results AND progress on Action Items every week		1 Ask Me! article per quarter			
Board of Directors	Show Ask Me! PowerPoint at Oct 1 mtg with latest statewide and agency results		Show Ask Me! PowerPoint to new Board members	1 Ask Me! article per quarter			
Volunteers			Show Ask Me! PowerPoint to new volunteers	1 Ask Me! article per quarter			
Standing Committee	Review latest Ask Me! results and progress on Action items at every monthly meeting			1 Ask Me! article per quarter			
Training Department					Incorporate Ask Me! results and action items into all training curriculums as appropriate		