

# Connecting Advocates Newsletter

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<https://ccc-cultivatingcommunityconnections.net>

*Uniting community members to transform our neighborhoods is at the heart of what we do.*



## Stronger Together Advocacy Efforts

Movers and Shakers are continuing to advocate for stronger communities and more responsive government services. We have met with a variety of government agencies with the goal of establishing a working relationship and educating ourselves as to where our advocacy efforts should be focused.

We have met with the following agency representatives: parking enforcement, code and permitting enforcement, community policing, energy, 3-1-1, and state tax assessment. We have also collected and analyzed data regarding various agency's responses to requests for service. The results of meetings and data analysis showed that, in Prince George's County, there is a need to improve code enforcement and permitting. We have factual evidence that County revenue is being lost and resident safety is compromised. With this evidence in hand, we devised an action plan to advocate for improvement in services. The biggest step in that action plan was to arrange a meeting with Prince George's County Executive, Angela Alsobrooks.

Our meeting will share our findings, recommend solutions, and look for opportunities to partner with the County. As the Movers and Shakers approach this meeting, we realize that how we present ourselves and our objectives, will greatly influence the outcome. If we want to make systemic changes that benefit our communities by improving services to all of our residents, then we need to be conscious of how our audience, the County Executive, will perceive our group.

We are planning this meeting as if it is a high-stakes balancing act. We need to balance all of the following: information vs. lecture, cooperation vs. accusation, data vs. personal experience, and proposals vs. demands. Most of the Movers and Shakers have been working on these issues, in their own communities, for many years. After years of work there is a level of frustration that can lead to a group meeting tone that is confrontational. Our challenge will be to frame our presentation in a way that promotes our advocacy effort, long-term. The only way we can promote systemic change is by rehearsing our presentation and, in the rehearsal, thinking about the way what we are saying will be perceived. The next page looks at experts' advice for presentations.

## Contents

**Page 1:**  
Advocacy Efforts

**Page 2:**  
• Communication Strategies: advise from experts

Please visit our web site at:  
<https://ccc-cultivatingcommunityconnections.net>

Contact Us At:  
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**knowledge  
is great.  
How you use it  
is power!**

## What Do You Think?

Cultivating Community Connections would like to know about the people in your community that are making a difference. Tell us who they are and what they are doing. Email us at:

[CultivatingCommunityConn@gmail.com](mailto:CultivatingCommunityConn@gmail.com)

## Our Leadership Team

Carol Jenkins- founder

Jeff Jenkins- co-founder

Melissa Daston- *Movers and Shakers* coordinator

Carol Relitz- web administrator

Thank you for supporting CCC's efforts to strengthen communities.

<https://www.speakbydesign.com/post/management-team-presentation-do-s-and-don-ts-the-best-communication-strategies-for-leaders>

## Communication Strategies

The web site **Speak by Design** gives excellent strategies for management people who want to maximize their impact when presenting to investors. These same concepts apply when community leaders are presenting to elected officials and agency representatives. After all, we need our audience to 'invest' in partnering with us to solve problems.

Below are quotes from the article cited above with the wording changed to apply to presentations to elected officials.

Today, leaders are faced with challenges they have never seen before. Conversations with elected officials and agency representatives require the right balance of expertise, relationship building, and on-the-spot adapting. As a leader, you need to be well versed on topics such as diversity and avoid negative connotations. You also need to be able to connect and engage with audiences in a virtual environment. And, if you want to incorporate the best communication strategies for leaders, you must be able to confidently explain your vision and the up-side for the elected official and the County. You also must be able to articulate a clear, compelling resolution or path forward.

For each section, write down questions that elected official may ask and outline a response. Get to the point that you are just as comfortable with the content for handling impromptu questions as you are delivering your prepared presentations.

Rehearsal is just as important as preparing the message, if not more. Lean on the expertise of each leader in the room to highlight your depth of experience and expertise. Start with a stumble through once the first draft of slides is ready. Go through the presentation without questions or discussion to feel the full story. Then, run through it and respond to questions. Plan for one more final dress rehearsal with asking as many questions as possible.

Here is a list of communication strategies for leaders delivering team presentations.

Treat each audience member differently. Expect that the process is different with each of them.

Answer information requests directly. If it is a tricky request, say that you will get back to them with a memo after the presentation. Don't say when.

Smile in your self introductions. So often the presentation team is unnecessarily stiff in the opening.

Be comfortable with silence.

Clarify questions you do not understand or you don't know why they are asking.

Include silent team members more. The main presenters should not hog the microphone. It looks like you don't trust your team.

Your leadership communication skills and strategies will help position your group and highlight long-term potential. Put the time into making your presentation excellent. Your audience will see your team as one they don't want to pass over.