

The background of the slide is a reproduction of the painting 'The Scream' by Edvard Munch. It depicts a figure in the center with a pale, yellowish face and wide, staring eyes, holding their hands to their head in a gesture of intense distress or agony. The background of the painting is a turbulent, swirling sea of dark, stormy colors, with a dark, turbulent sky above. The overall mood is one of profound mental anguish and despair.

**Bloody hell –  
where do I start?**

**FORSTER**

Powerful communications.  
Positive change.

**The king is dead, long live the king(s).**



## **What not to do**

- **Barrel through**
- **Tie ourselves up in knots of strategy**
- **Outsource big decisions**
- **Ignore the obvious**
- **Pretend you know what is going on**

**“Nobody knows anything”**

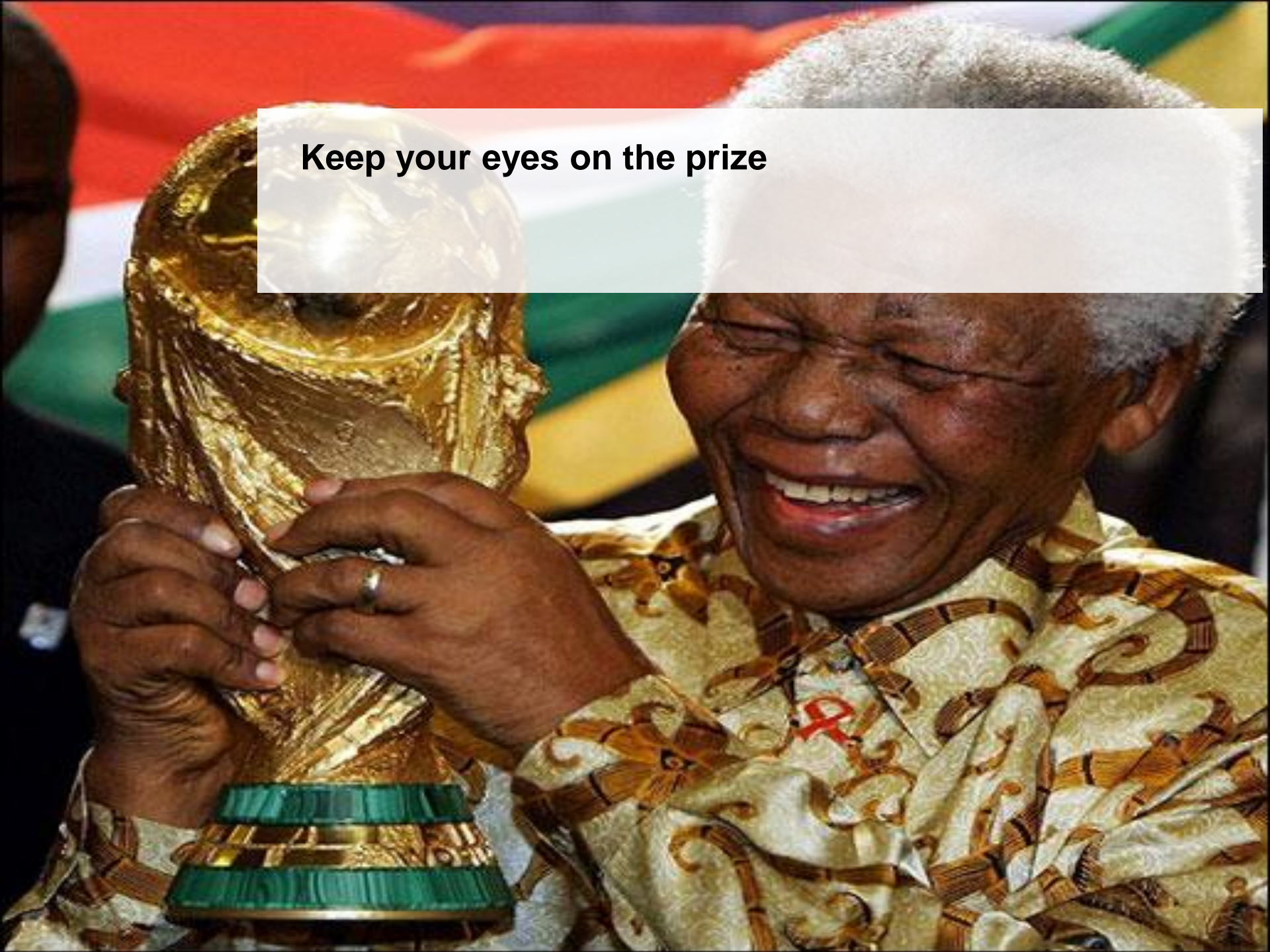
William Goldman



## **Let's start at the very beginning...**

- What are we trying to do?
- Who do we need to do it to / with?
- What are the most direct routes for reaching them?
- Where can communications help?
- Are we capable?

**Keep your eyes on the prize**



**Expect change**



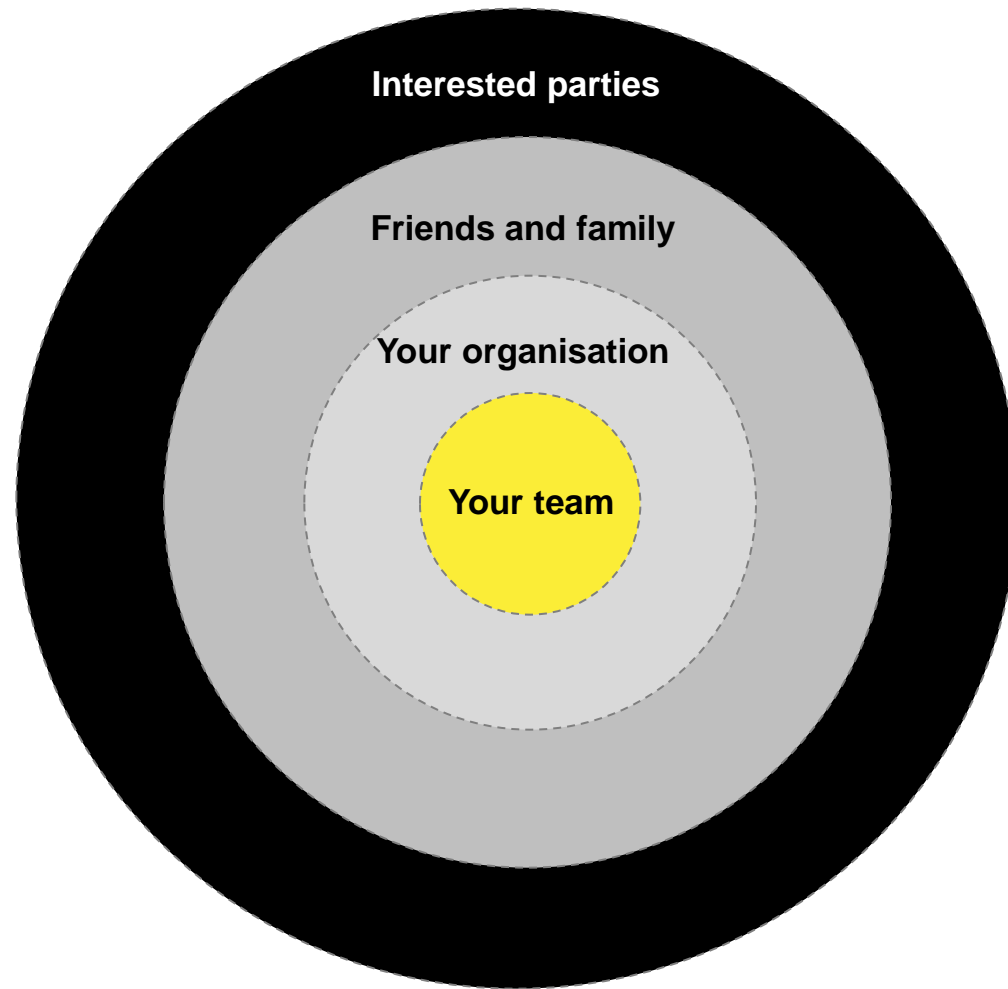
**Know your audiences**





A close-up photograph of a brick wall. The bricks are arranged in a traditional pattern, showing various shades of red, orange, and brown. The mortar is a light grey color. A white rectangular overlay is positioned in the upper left quadrant of the image, containing the text "Barriers and exchange" in a bold, black, sans-serif font.

# Barriers and exchange



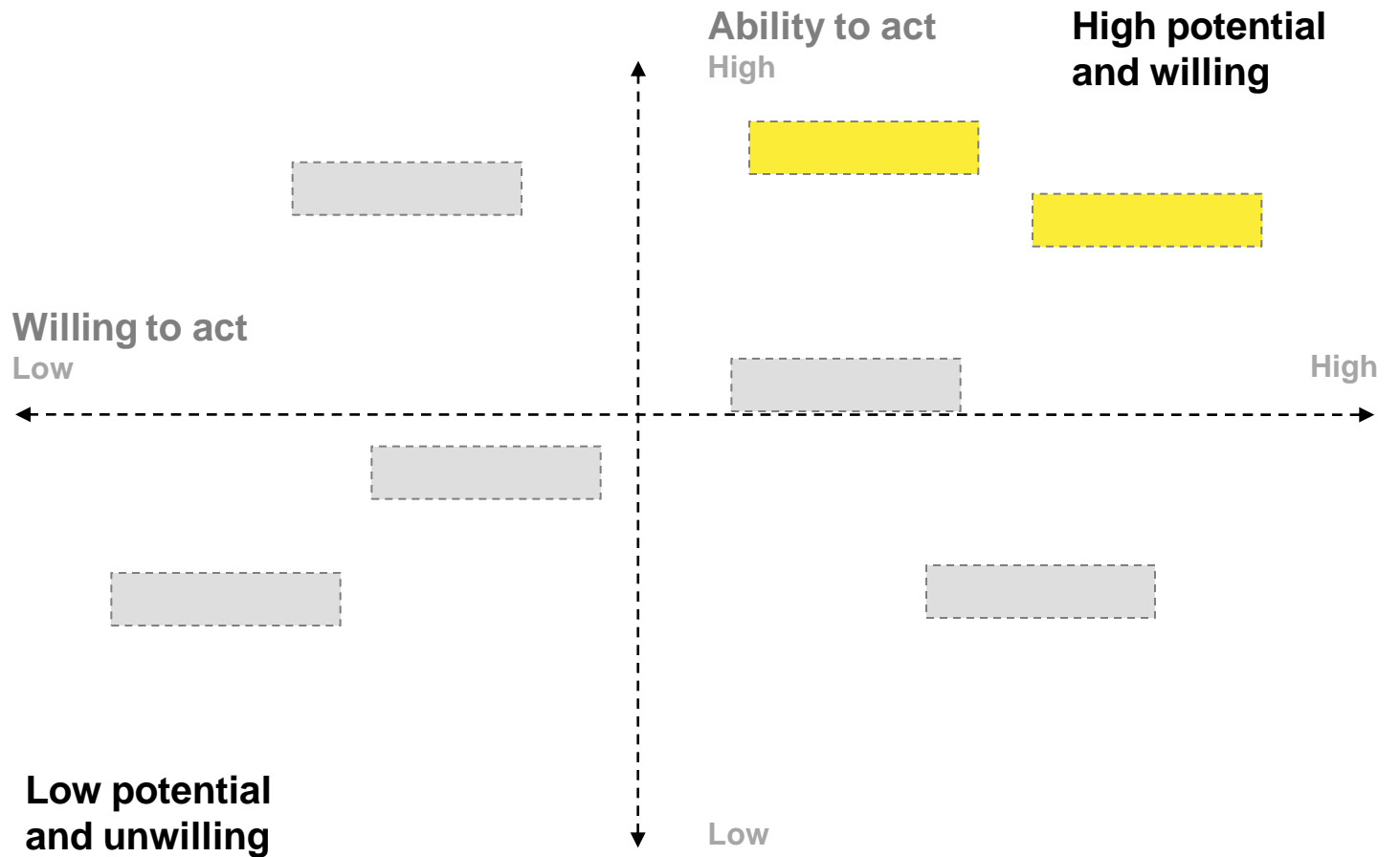
**Interested parties**

**Friends and family**

**Your organisation**

**Your team**

# Be ruthless

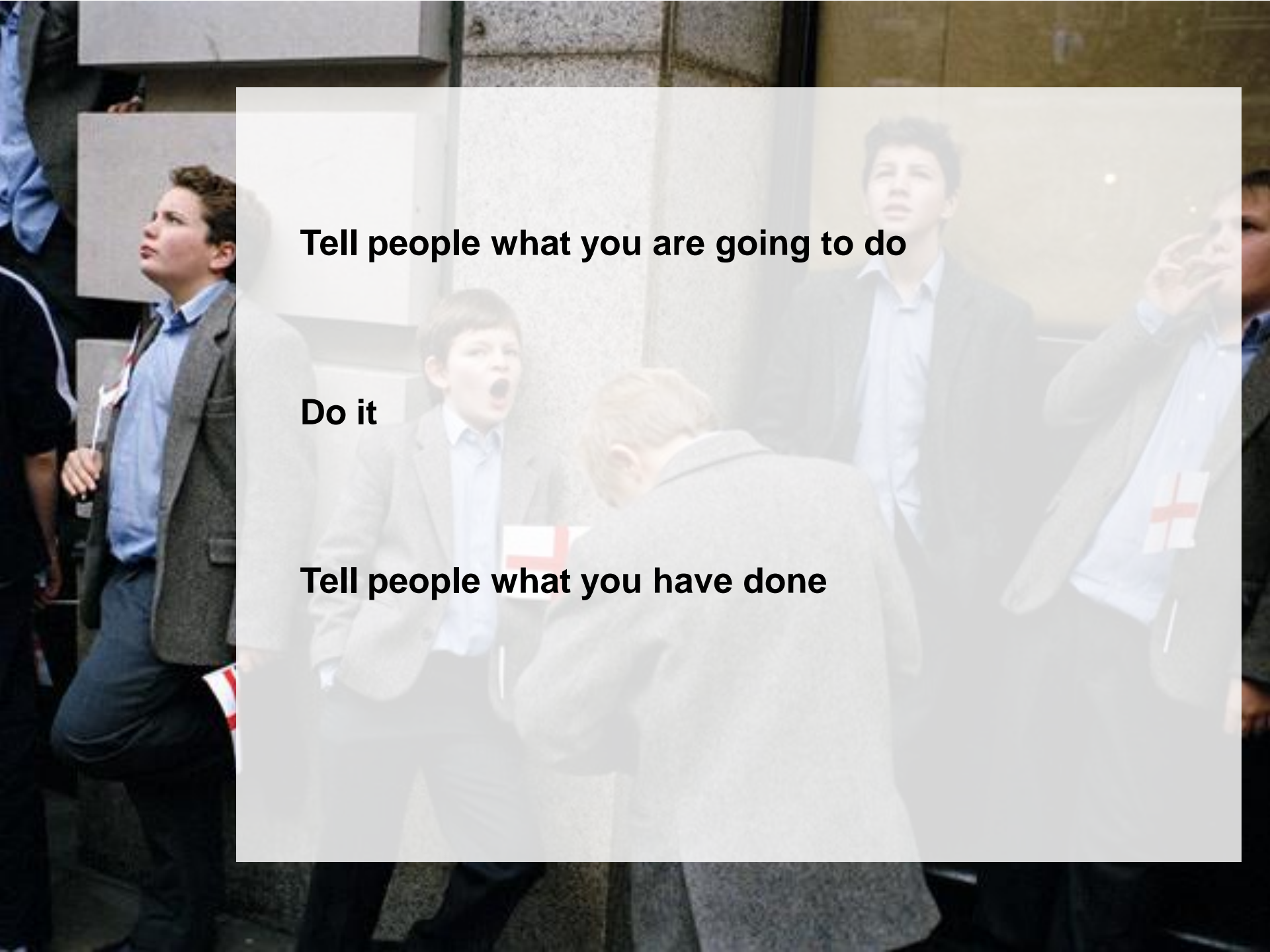


Those you own, those you don't



# Communities of interest





**Tell people what you are going to do**

**Do it**

**Tell people what you have done**

## **Evaluate what matters**

Where are we on the journey?

What have we achieved?

What about our informal objectives?

What's changed?

Are we still capable?

**Get ready for tomorrow**

