



Want to Mitigate?- Keep this in Mind

From: Speed Dating 101: the Mini-Course by Kate McEnroe

How much they trust what you say will vary depending on how well they know you and your place

If they don't know you or don't know your place, you will have to be very specific about what is still working or unaffected by the trouble

If it's national news . .

Assume they know about it and bring it up before they do - that builds trust

Focus on how widely the impacts are being felt

Discuss specific strategies for working the problem, not just the media attention

If it's local news, don't assume they know. . .

Probe their knowledge with a subtle ask for feedback about their latest impression

If they know, focus on how you are working the issue

Sometimes what seems like huge news at home is an unknown to other people

If it is something every is dealing with . . .

Be specific in how you are working the issue - don't rely on state or federal program descriptions alone

Don't hesitate to highlight even small victories

Focus on describing the people who are helped by the solutions, not just descriptions of initiatives themselves

Need help with execution?

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