

# **Connected Leadership: Resilience and Reinvention**

## **Communicating Effectively in Difficult Times**

**Kane**

**Presented by:**

Kimberly Kane

Kane Communications Group

“Even before the pandemic, businesses faced a growing number of potential destabilizers—whether in the form of a digital challenger with a better and cheaper way of serving a core market, an extreme weather event, a massive data breach, or a table-turning change in trade policy. **These and other destabilizers aren’t going away.** As value chains become more intertwined and networks more global, an ill-timed spark could send finely crafted forecasts up in flames.”

- **Boston Consulting Group**  
*Building your Uncertainty Advantage*







# AGENDA

**Core principles + strategies** the big brands use.

1. Steps **organizations** need to take to communicate effectively and protect their reputations.
2. **Leader's** responsibility + strategies to communicate during difficult times.



Home / News / Happening Now /

# Milwaukee County BHD: House of Horrors

BY SHEPHERD EXPRESS STAFF JUN. 23, 2010 8:46 P.M.



## Tension Rises at Mental Health Board Budget Meeting

The  
pote  
aggr



**Kelly**  
@flyoverangel

Yes. The system is broken. Milwaukee County Mental Health Complex subject of John Doe investigation

[jsonline.com/news/milwaukee...](http://www.jsonline.com/news/milwaukee...)

8:36 PM · Mar 2, 2013 · [Twitter for Websites](#)

## County Mental Health Hospital Nurses Ask Abele for New Hires

Nurses who work at the Milwaukee County Behavioral

## Mental Health Professionals Given a Gag Order

ng levels are  
ents

In his campaign literature, Milwaukee County Executive Chris Abele touts his backing of the Mental Health Board, an appointed board of health professionals that has

ounty's Behavioral Health Division (BHD). In fact, you ...

## What is the County Behavioral Health Division Trying to Hide?

It's been more than a year since the Milwaukee County

ctor to conduct a five-year  
patient and staff safety at  
c hospital. But work on the

Barrett campaign calls for  
Milwaukee County's dire f  
Complex problems. <http://>

4:10

CHRONIC CRISIS: A SYSTEM THAT DOESN'T HEAL

### Milwaukee County mental health system traps patients in cycle of emergency care

Shortage of community treatment means police are called to handle those in crisis while doctors face legal hurdles to providing adequate care.



**Scooby**  
@ScoobydaDog

Replying to @glennEmartin @Reform\_Justice and @expowisconsin

After that they should work on that hell hole called Milwaukee County Mental Health complex. Wonder how many have died there...





# **Where do organizations start?**



# Commit to Communicate





A photograph of Jeff Bezos speaking at a clear acrylic podium. He is wearing a dark blue blazer over a light blue and white striped button-down shirt. He is gesturing with his right hand towards the left. The background is a dense wall of various green plants and foliage. The lighting is bright and even.

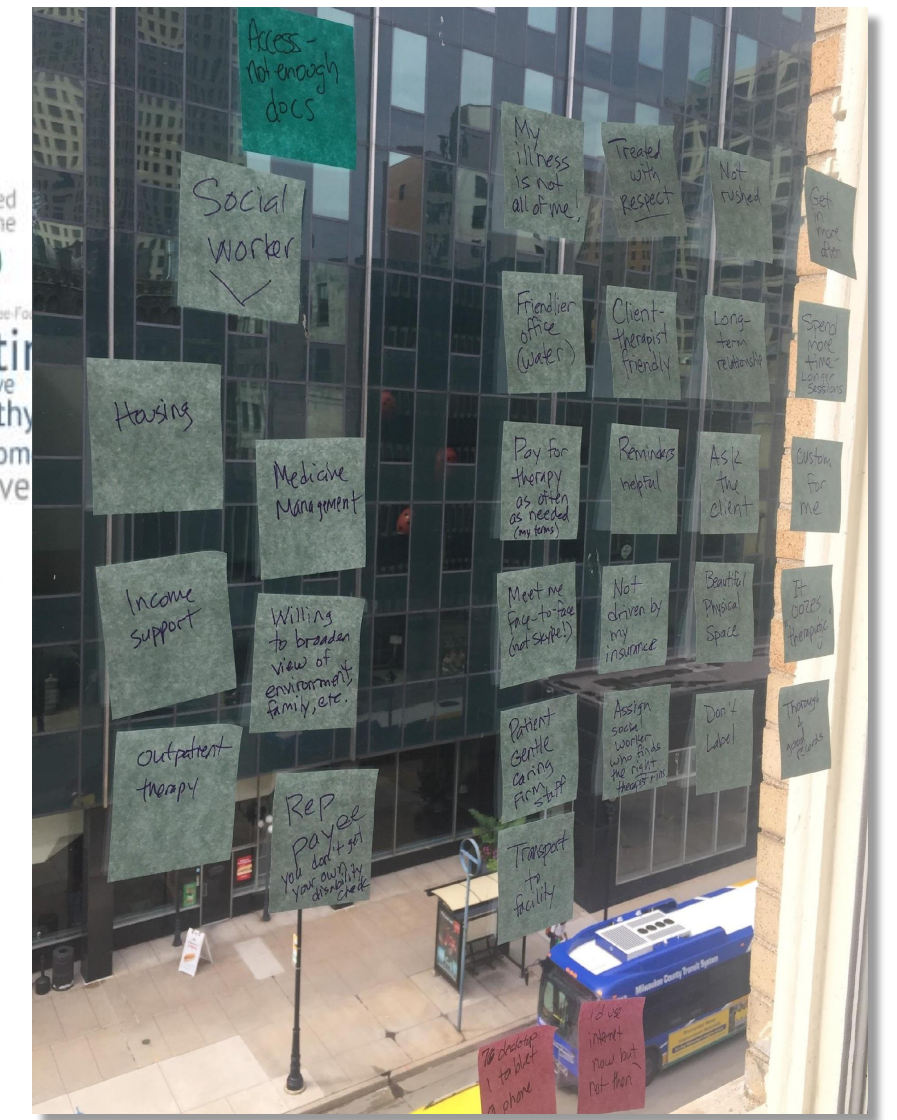
**“Your brand  
is what  
people say  
about you  
when you’re  
not in the  
room.”**

- Jeff Bezos



# Brand Building

- Mission, Vision, Values
- Graphic Standards
- Audience Definition



**BRANDED TEMPLATES**  
The following materials have been designed according to BHD's brand standards and are available for your use. You may request copies of these files through BHD Administration.

**LETTERHEAD / WORD TEMPLATE**

**POWERPOINT TEMPLATE**

**FLYER TEMPLATES**

**BANNER TEMPLATES**

**TRI-FOLD TEMPLATES**

**OUR MANTRA**  
**Everyone gets connected to great care.**

**AUDIENCE NEEDS**  
Milwaukee County residents (individuals we serve and their natural supports)  

- Know that behavioral health is a vulnerable and personal experience
- Understand that behavioral health is a taboo subject in our community and needs to be destigmatized
- Want to be respected and listened to by their doctors and nurses
- Want a trustworthy and reputable partner to help them take control of their life
- Want help navigating their choices in behavioral health care

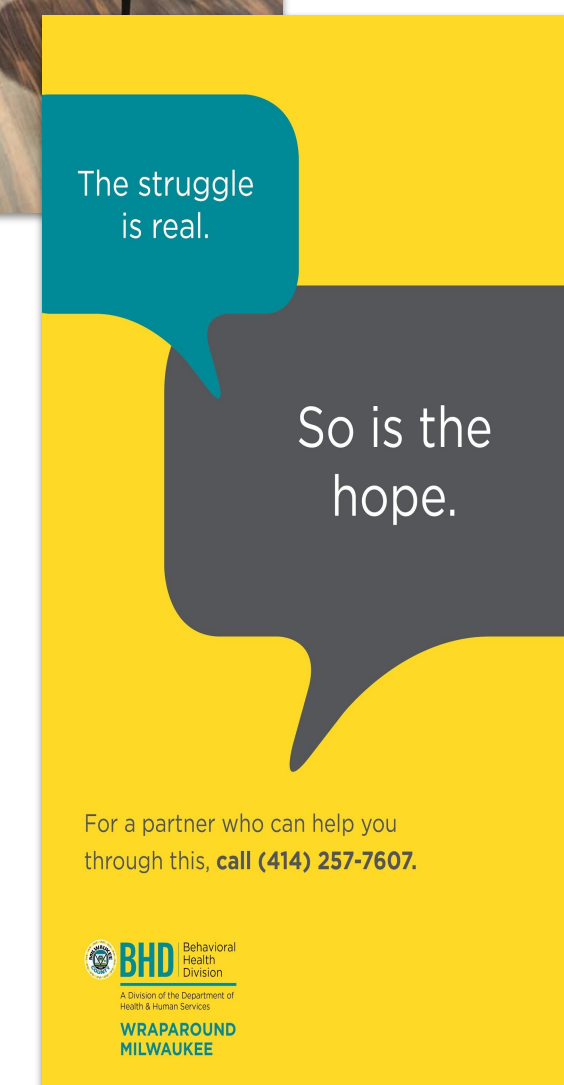
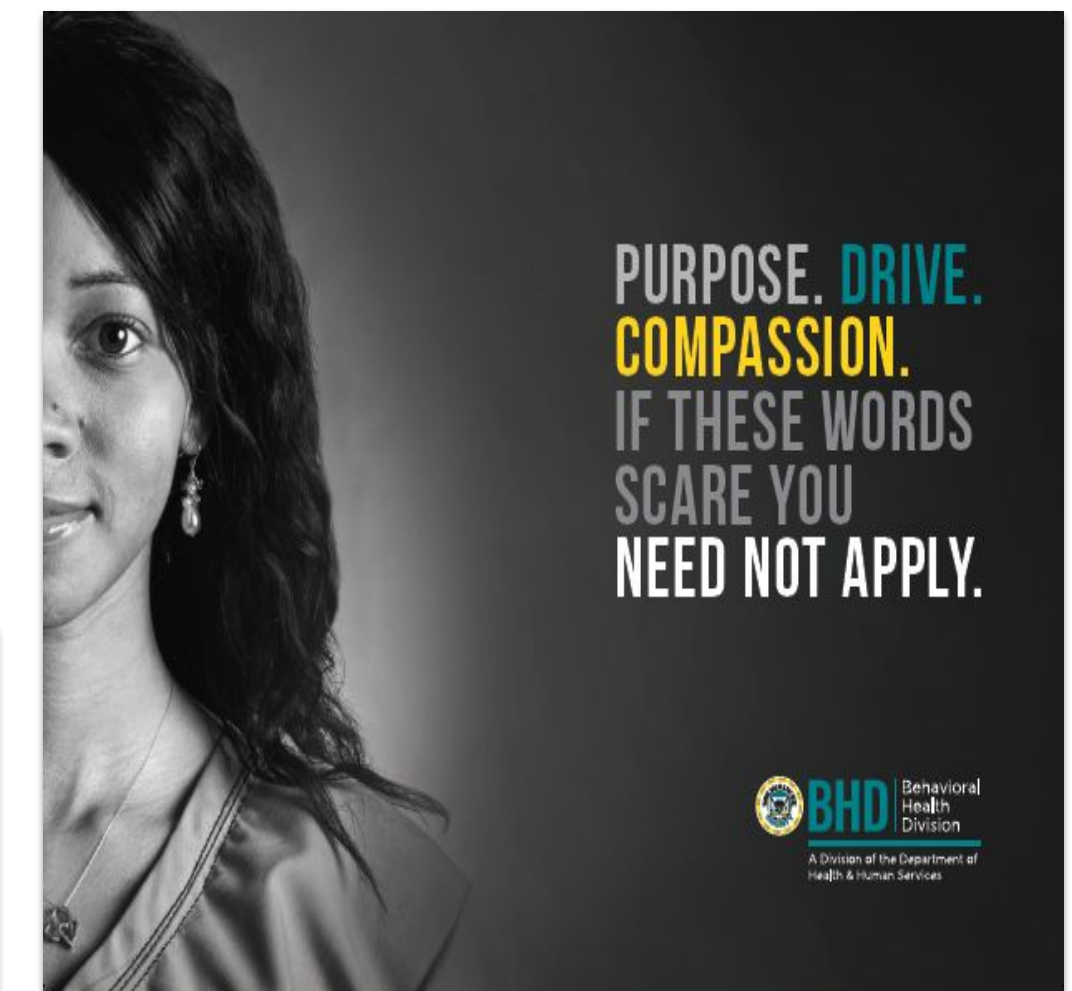
 Milwaukee County health care professionals  

- Have a shared goal of wanting to connect individuals with the best care to help them on their journey to recovery
- Need help understanding what services are right for the individuals they serve
- Need help understanding how they can connect and collaborate with BHD



# Brand Activation

- Build relationships with media
- Build relationships with stakeholders, community leaders
- Engage employees
- Get active on social media





# Crisis Communications Plan

1. Plan = a **system for communications**
2. Document **target audiences**
3. Document **communications channels**, how you communicate with your audience
4. Develop **flexible key messages** rooted in your brand language, created holding statements
5. Develop, train crisis response team and spokespeople





# Tools, strategies the big brands use

1. Commit to communicate
2. Build your brand
3. Activate your brand
4. Have that crisis communications plan ready







**Where do leaders start?**





# Trust



Be  
fearless  
authentic





Know your stuff





Over communicate





CONFIDENCE





Celebrating 20 years

# MILWAUKEE BizTimes

[www.biztimes.com](http://www.biztimes.com)  
MAR 21 - APR 3, 2016 ■ \$3.25

MILWAUKEE COUNTY'S MENTAL HEALTH SYSTEM GETS A

## DRAMATIC OVERHAUL

ALSO IN THIS ISSUE:

- WELLNESS SUMMIT ADDRESSES THE HIGH COST OF HIGH STRESS
- LAKE COUNTY PET FOOD MANUFACTURER DOUBLING IN SIZE
- STAKEHOLDERS SEEK SOUTH 27TH STREET REVITALIZATION

Birhani Kifle, behavioral health emergency service clinician; Hector Colon, director of the Milwaukee County Behavioral Health Division; Tom Lutzow, Mental Health Board member; and Lauren Hubbard, nurse manager of crisis services, at the Milwaukee County Mental Health Complex.



Kane

Thank you!

Kimberly Kane  
President & CEO



### **Our Mission**

We serve **visionary leaders** by elevating communications to solve business problems and create opportunities.



# Questions?

## Kane

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