



we're game

DHRM 2016 Leadership Conference

RESOURCES – RESILIENCE – RESULTS!

Delivering Commanding Communications

April 20, 2016
Paula Otto, Executive Director
Virginia Lottery



we're game

Our Agenda

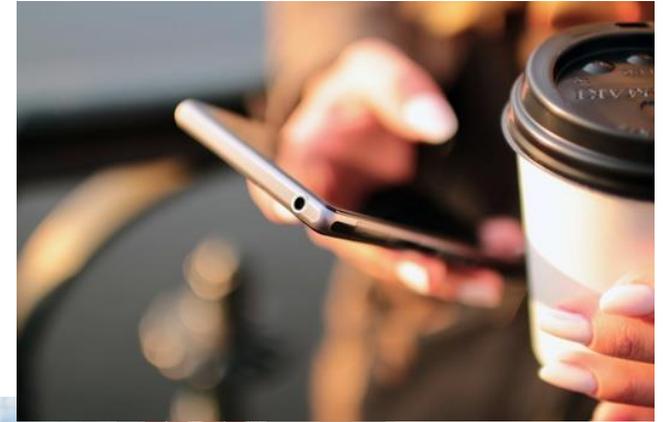
- Challenges Today
- Traditional Presentations
 - creating the message
 - delivering the message
- Employee Communications
- Q & A



we're game

Communications Today

- Changes in technology, lifestyles and media present a challenge to all communicators
- Average adult is exposed to ~5,000 messages each day





we're game





we're game





we're game

The Five-Second Decision



- What's this?
- Why should I care?
- What's required of me?
- **What's in it for me?**



we're game

CREATING THE MESSAGE



we're game

Fundamental Considerations

- Why am I doing this?
- What is the purpose?
- What is the desired outcome?
- Who is the audience?
 - Why do they care?
 - What do they already think?
 - What land mines are out there?



we're game

Analyzing your audience

- Level of influence in the community?
- One mind or many minds?
- Allies or enemies?
- Knowledge about the subject matter?



we're game

Your Purpose in Communicating

PURPOSE: The underlying reason you are presenting

- To introduce something/somebody
- To inform your audience
- To persuade your audience



we're game

The Key Message

- The most important thought or idea you want to communicate to an audience
 - Answers “what’s in it for me” question
 - Provides a compelling reason for them to think or act in a desired manner



Key Message as Focal Point

- The key message then becomes your focal point for developing the communication
 - Sub-messages
 - Supporting materials and data
 - Call to action



Key Message Examples

Open enrollment ends *May 31*; even if you don't think you need to change anything, you should read this 90-page brochure.



Key Message Examples

Open enrollment ends *May 31*; even if you don't think you need to change anything, you should read this 90-page brochure.

New options, different deductibles and free eyeglasses. Don't get left out! Open enrollment ends *May 31*.



Key Message Examples

- The HR Department is pleased to announce a revamped tuition assistance program.



Key Message Examples

- The HR Department is pleased to announce a revamped tuition assistance program.
- Go back to school and we'll cover the cost. Under our new tuition assistance program, ...



Key Message Examples

- Our new time and attendance system goes into effect on July 1. Click [here](#) to watch the 10-minute PowerPoint training.



Key Message Examples

- Our new time and attendance system goes into effect on July 1. Click [here](#) to watch the 10-minute PowerPoint training.
- Don't be late! We're launching our new e-Time system July 1. Complete [this training](#) by June 1 for a chance to win a gift card.



Getting Started

- The introduction should:
 - Capture the essence of why and how your audience will involve themselves in what you are presenting
 - Establish a common ground with the audience
 - Prove your credibility
 - Pique the audience's interest; prepare them to listen or read on



we're game

Some ways to start

- Illustration
- Striking Statement
- Personal Reference
- Rhetorical Question
- Humor?



we're game

Ending Well

- The conclusion is a final appraisal, recommendation, an application of ideas or a summary.
 - Reference to material used in intro
 - Quotation/fact consistent with message
 - Rhetorical question
 - Summary
 - Call to Action



we're game

Consider the Medium

- e-mail: subject line is important; be brief; think about phone reading; proof carefully
- printed: headlines are important; watch length; more formal writing, but keep it simple, use bullets
- spoken: keep it simple, repeat key messages, consider a/v



we're game

DELIVERING THE MESSAGE



we're game

Four V's



Albert Mehrabian's Three V's:

- Verbal
- Vocal
- Visual

Noah Zandan – 4th V

Vital Elements of Communications



we're game

Verbal

1. Word choice should be appropriate for your audience
 - formal, less formal
 - Jargon, definitions
2. Avoid “hedging” language
 - Hedging: kind of, I think
 - Better:* I believe, I know
3. Speak clearly and concisely
 - Write for the ear if presenting orally



we're game

Vocal

- Volume, rate, cadence/rhythm
- Variety matters – include it in your practice
- Be careful about sing-song or “tennis match” rhythm
- Disfluency/paralanguage “ums and ahs”



we're game

Visual

- Not just PowerPoint!
- 83% of human learning occurs visually (Zandan)
- Your nonverbal: eye contact, gestures, posture, energy, confidence
- For remote, important to look into the camera



we're game

The Presenter's Options

- A complete script
- An outline
- Key words or phrases



we're game

Vitals (Zandan)

- Authenticity
 - Passion
 - Energy
 - Warmth
 - Acknowledge Audience



we're game





we're game

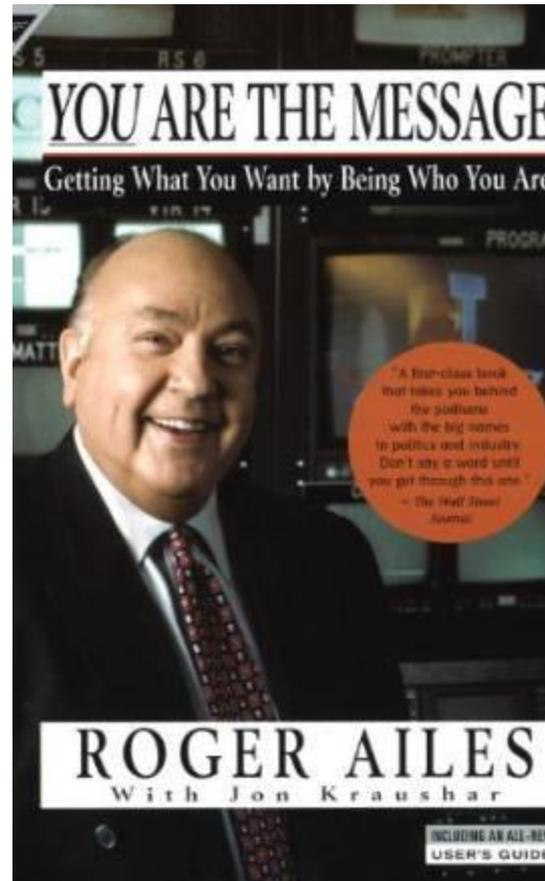
Four V's

- Verbal
- Vocal
- Visual
- Vital Elements – passion, energy, warmth



we're game

Roger Ailes





we're game

Ten Most Common Problems

Roger Ailes

- Lack of initial rapport with audience
- Speaker seems uncomfortable
- Poor gestures
- Poor eye contact
- Material is too intellectual; speaker doesn't involve audience emotionally



we're game

Ten Most Common Problems

Roger Ailes

- Lack of humor
- Direction, intention of speech unclear
- Inability to use silence as an impact
- Lack of energy
- Use of boring language, uninteresting material



we're game

Breathing and Body Language

- Breathing Techniques
- Posture
- Eye Contact
- Fighting Nerves
- Gestures
- To Podium or Not To Podium



Ailes' Four Deadly Sins

People won't forgive a speaker who isn't:

Prepared

Comfortable

Committed

Interesting



we're game

Be careful of gesture habits



Other BIG projects

- Subscriptions Expansion RFP
- Internet Study
- Gaming System RFP
- HQ Move

smooze in'

- no later than July 1, 2016
- RFP for broker released
- Hope to identify our new home by fall



we're game

“Reading” Your Audience

- Get there early and meet some of them
- Watch them with other speakers
- Watch their body language
- Be prepared to get to your conclusion quickly



we're game

Practice!

- In front of a mirror
- In front of colleagues
- In front of family/friends unfamiliar with topic
- In the car



we're game

Handling Questions

- Know your subject. Be prepared.
- Anticipate questions in advance.
- Practice with colleagues.
- Stay in control.
- Listen well.
- Repeat the question.
- Respond with a short answer.



we're game

Using Visual Aids

- VISUAL AIDS SHOULD SUPPORT YOUR PRESENTATION, NOT DOMINATE IT
- Write your presentation first; then add visuals **only** if they help you make your case
- Simple is better



we're game

PowerPoint Tips

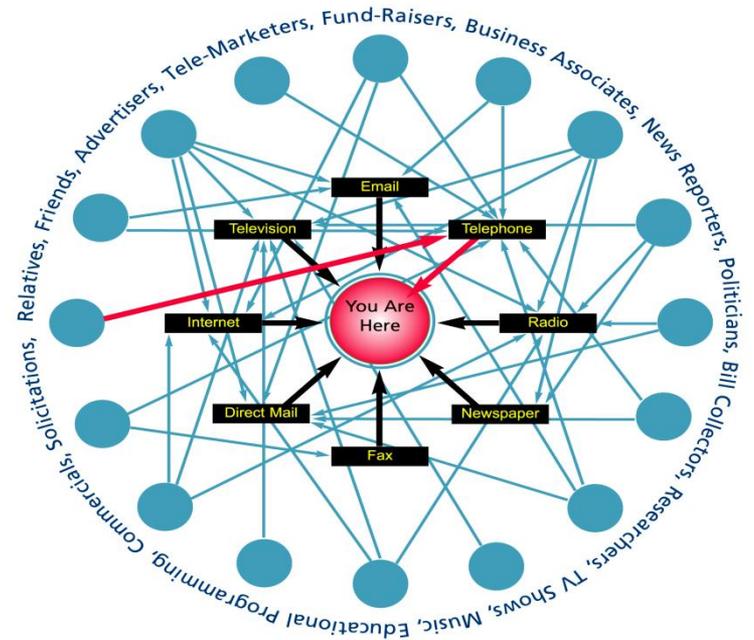
- Some general tips
 - Always have a backup plan
 - Have enough lighting to see and be seen
 - Avoid the fancy stuff unless you're an expert
 - Use no more slides than you need
 - Use contrast: dark font on light background
 - Phrases are best



we're game

Graphics—readable and relevant

- This graphic is relevant but it is not readable.
 - Too small to project
 - Too complex





we're game

Communicating in a Crisis

- What you **do** and what you **say** in the first hours after a crisis strikes usually determines how well (or if) your organization survives.
 - In today's global environment of instant, constant communications, the time frame may be reduced to minutes instead of hours.
- Once a crisis begins, it's too late to write a plan, decide what to do or who will do it.



we're game

Audiences to Consider

- Media
- Employees & families
- Customers
- Neighbors/the community at-large
- Officials & regulators
- Governor's Office/City or County
Manager's Office
- Opinion Leaders



we're game



2016 Teacher Appreciation Week



we're game

EMPLOYEE COMMUNICATION



So much to do, so little time...

- Employees face a lot of communication clutter
- Need important messages more than once
- Consider the employee's work environment





Lottery Employees

- 24/7 operation
- Half at HQ in an office setting
- 80+ on the road visiting retailers
- 25 in regional Customer Service Centers
- 25 working shifts other than 9-5



we're game

Our multi-channel approach

- Voicemail
- e-mail
- Intranet – LottoLand
- text messages
- written
- written to home
- agency meetings
- departmental meetings

Lottery Lowdown

READ CLOSELY: First volunteer opportunity is next Wednesday! (04/18/2016)



The Corporate Social Responsibility (CSR) team is offering another great opportunity for community outreach, which is a strategic initiative of the Virginia Lottery. It's Super Teacher time and you have the opportunity to lend a hand at eight public ...

If you ever use VPN, here is an FYI (04/15/2016)

Our current remote access VPN product, known as "Contivity," is being discontinued. We are replacing it with a new solution from Palo Alto Networks. Many employees in ITS, Sales and some of our vendor partners are already using this new solution, and the rest of you will receive more info via e ...

Governor's Awards for Public Service announcement (04/14/2016)



Next month, Governor McAuliffe will honor a group of state employees with the Governor's Awards for Public Service.

...

Smoovin' with a chance for NEW office furniture (04/13/2016)



When we make the move into our new HQ location, we will move as much furniture as possible. However, we'll have more offices than we currently have furniture. So, here's the plan: Thirty employees will receive a new set-up. Though the color will be closer to the color tan most ...

Voice Your Opinion about Internal Communications and Brand in Action (04/13/2016)



REMINDER: You still have time to let your voice be heard! Survey closes at 5:00 p.m., Wednesday, April 13.

...



Virginia Lottery
Super Teacher!



Woodbridge man returns from vacation to \$1 million Powerball prize

- Provider Tutorial
- LottoLand FAQ
- LottoLand How To Guide
- MOAT FAQ
- Mobile Device E-Mail
- Access FAQ
- Outlook Resources
- All Site Content

From Paula

The Governor Says Thanks! (4/6/16)



As you may know, we are required each month to send a financial report to the Governor, Secretary of Finance and General Assembly money committees. They are fairly routine, but sometimes the news is so GREAT we get a special thank you. Our February results letter (delivered at the end of March after the February books are "closed") included our amazing scratcher sales and the additional \$20 million in the forecast from the record Powerball jackpot in January. Imagine my surprise earlier this week when I had a small cream colored envelope with the Governor's return address waiting in my in box. Inside was a personal letter from the Governor congratulating ...

Sales Information

Sales for week ending April 16, 2016

By Alan Hussey [Link to Goal Report](#)

Click link above to access a PDF of the Goal Report.

Total sales beat goal last week by \$0.3 million. We are now \$59.1 million ahead of goal for the fiscal year to date. Sales are 9% ahead of last year and 3.8 ahead of goal.

Scratch activations were just off goal and we are now \$19.65 million ahead for the fiscal year to date. That is about 9% ahead of last year and 2.3% ahead of goal. Sales have been beating goal by an almost \$1 million a week since January.

With inlays of \$72 and \$99 million, **Mass Millions** sales missed goal by \$227,000. Sales are





New text/voice alert system needs your input (3/15/2016)

Lottery Lowdown

[News Library](#)
[Document Library](#)

3/15/2016

John Hagerty

We're implementing a new alert system as a way of quickly getting information to you about things like weather closings, power outages, emergencies or other unforeseen circumstances. It's called Omnilert. We plan to use it to send text and/or voice messages to your cell phone and also e-mail to your work and home e-mail. It would also send a voice message to your work phone. That may sound like the same message hitting you from many different angles, but remember that this system will only be used in the unusual circumstance when you need to get the word quickly.

If you're a headquarters employee who already gets VSCAN alerts, this is different because it's specific to the Virginia Lottery. The service can also be used by field investigators.

As you can see, for this to work best, your cell phone number and home e-mail address need to be registered. While optional, it's easy for you to follow the instructions below. Your work phone and e-mail are already in the system.

But wait... we're going to sweeten the deal! If you log in and update your contact information by the end of the day Friday, March 18, you can win 10 points! The names of 10 people who register will be drawn.

Here's how you register your phone and e-mail. It only takes a few minutes:

1. Go to <https://www.omnilert.net/my/valottery/index.htm> and log in.
 - a. Your user name is the same as the first part of your work e-mail address. For example, jhagerty.
 - b. Click [Forgot Password?](#) and a temporary password will be sent to your work e-mail. Once you log in, you can change it (see below).
 - c. Click [Log-In](#) (do not click Create New Account)
2. On the green line, click [Services](#).
3. Under [SMS \(Text Messaging\)](#), enter your cell phone number and your carrier. You'll immediately receive a text message with a pin code. Enter that pin code.
4. Under [EMAIL](#), your work e-mail address should already be there. Enter an e-mail address at which you can receive messages if you can't access your work e-mail. You will then receive an e-mail at that address asking you to confirm.
5. Under [VOICE](#), your work phone should already be there. Enter your cell phone number. This allows you to receive voice messages to your work phone.
6. To change your password, go back to the green line and click on [Account](#). Enter your new password and click [Update](#).

Important: As soon as you complete this, [click here](#) and post on the discussion board that you've registered. Your name will be in the drawing for the points.

If you have trouble registering, contact John Hagerty at 2-7772 or jhagerty@valottery.com.



we're game

Paula's Pointers



1. Prepare
2. Proof
3. Practice
4. Passion



we're game





we're game

Comments or Questions?



we're game



2016 Teacher Appreciation Week