

Overview:

The most effective organizations have core tenets, philosophies and values that can be touted word for word by every member of their teams—from CEO to back-office technician to front-line sales clerk. These organizations understand that a customer won or lost can result from just one conversation. So, they make sure that their values are messaged consistently by everyone on their team, and that every one of those team members is equipped with the tools to deliver that core message.



Description:

The Xavier Leadership Center's *Control Your Organization's Message and Create Opportunity* is an intensive program in which you will discover how identifying, developing and controlling your organization's message across all departments within the enterprise can drive engagement, generate awareness, create sales opportunities, and mitigate crisis situations.

Audience:

This program is designed for individuals in marketing and content, sales, human resources, operations and anyone who contributes to an organization's internal and external messaging.

Benefits:

Participants in this program will learn:

- How to tell your story in a way that drives action
- Your role in the corporate sales message (i.e., who owns the message?)
- Content Roadmap: The fundamentals to create an executable roadmap to drive results with both internal and external audiences
- How to identify and use the right channels to communicate your message, with emphasis on Earned, Owned and Paid media channels
- How and why to communicate during times of crisis, and how to prepare for crises you didn't see coming
- Simple tips on how to communicate effectively to a wide variety of audiences and stakeholders

Facilitator: Dan O'Keeffe

Dan is a XLC facilitator, experienced writer, editor, marketer, public relations professional, project manager, and website strategist with nearly 20 years' experience in industries ranging from technology, data science, construction, retail, consumer packaged goods, professional services, pet products, economic development, finance, legal, non-profits, and restaurant & hospitality.



Dan cut his teeth on public relations while researching and developing content for Ralston Purina's many corporate communications magazines and newsletters in the early 1990s. Today, he specializes in helping organizations "tell their stories" and think strategically around how they position their brands, products and services with existing and new target audiences. Dan also advises small to large organizations and business and non-profit leaders on how to prepare for and respond to media inquiries during times of both boom and crisis.

Prior to entering the public relations and marketing fields, Dan worked as a newspaper and magazine reporter and publicist. Dan graduated from The University of Missouri-Columbia with a Bachelor of Journalism degree. He is a member of FILM Cincinnati (formerly Greater Cincinnati & Northern Kentucky Film Commission), serves on the board of The Circuit, served on the Advisory Committee of the Professional Leadership Network, co-founded the Institute for Social Media at Cincinnati State, served on the Marketing Committee for the Association for Corporate Growth, served on the advisory board of the Northern Kentucky Chamber of Commerce, and was named a Gentleman of Style and Substance by Cincinnati Magazine and the Cincinnati Parks Board.