



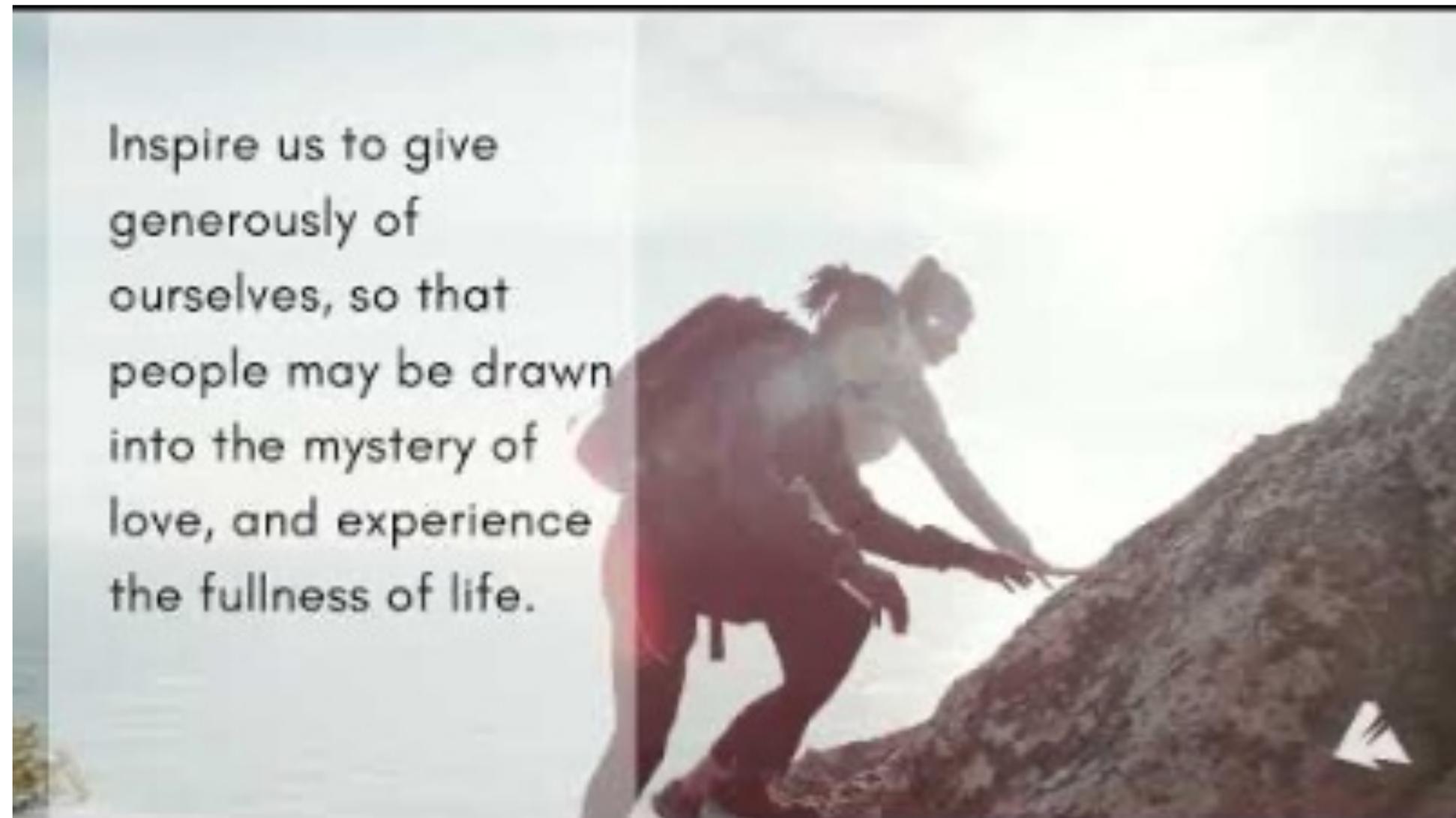
CENTRE FOR MISSIONARY LEADERSHIP

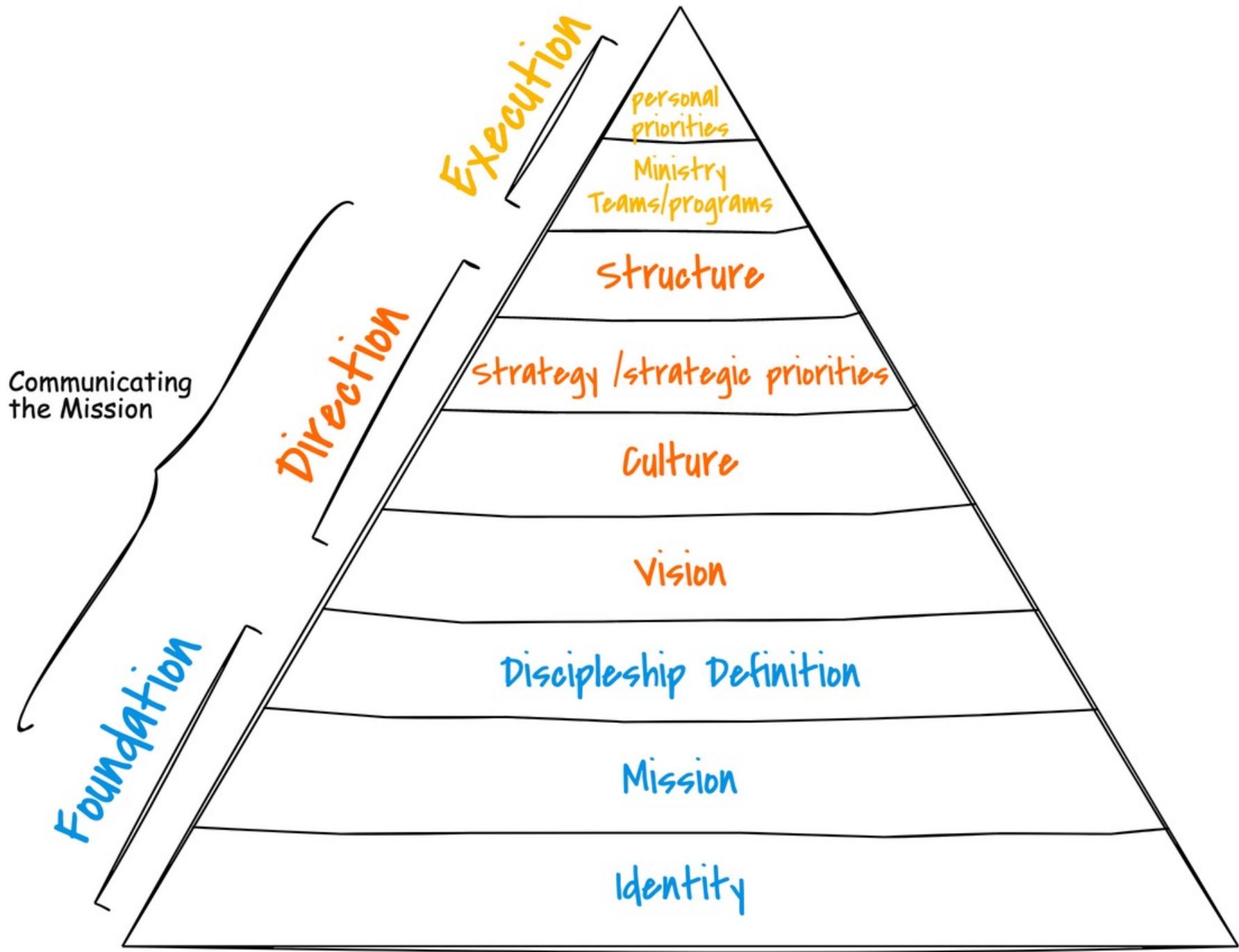
A work of the Missionaries of God's Love

Communicating for Mission

Missionary Leadership Theory and Praxis Lecture 9

Inspire us to give
generously of
ourselves, so that
people may be drawn
into the mystery of
love, and experience
the fullness of life.





Communicating the Mission - Clarity

- This is not so much about promotion – it is about communicating the mission
- Create clarity by defining identity, mission, vision, values, strategy, and structure
- Now need to communicate it - or rather overcommunicate it
- 7 times



Pat Lencioni, *The Advantage*, p142

- The reality is that “the only way for people to embrace a message is to hear it over a period of time, in a variety of different situations, and preferably from different people.”
- The top 2 priorities of the leader are:
 - to set the organization’s direction, and
 - ensure people are regularly reminded of it



How to Communicate the Mission

- Different sources
- Various channels
- Variety of tools



The Power of Word of Mouth

- Cascading Communication:
 - SLT
 - To PPC
 - To Staff
 - To Ministry Leaders
 - To Members of Ministries
 - To parishioners



The Key is not the Tool You Use

- It's that the message is consistent, authentic, and relevant



Documents and Stories

- Documents about Mission, Vision, Values, and Strategy have value (e.g. St Declan's Mission Plan)
- Communication is about telling stories



Insights from Donald Miller, *Building a StoryBrand*

- The Key is clarity
- “the audience must know who the hero is, what the hero wants, who the hero has to defeat to get that they want, what tragic thing will happen if the hero doesn’t win, and what wonderful thing will happen if they do”
- Who is the hero?
- Gotta cut through the noise



Insights from Donald Miller, *Building a StoryBrand*

“Here is nearly every story you see or hear in a nutshell:

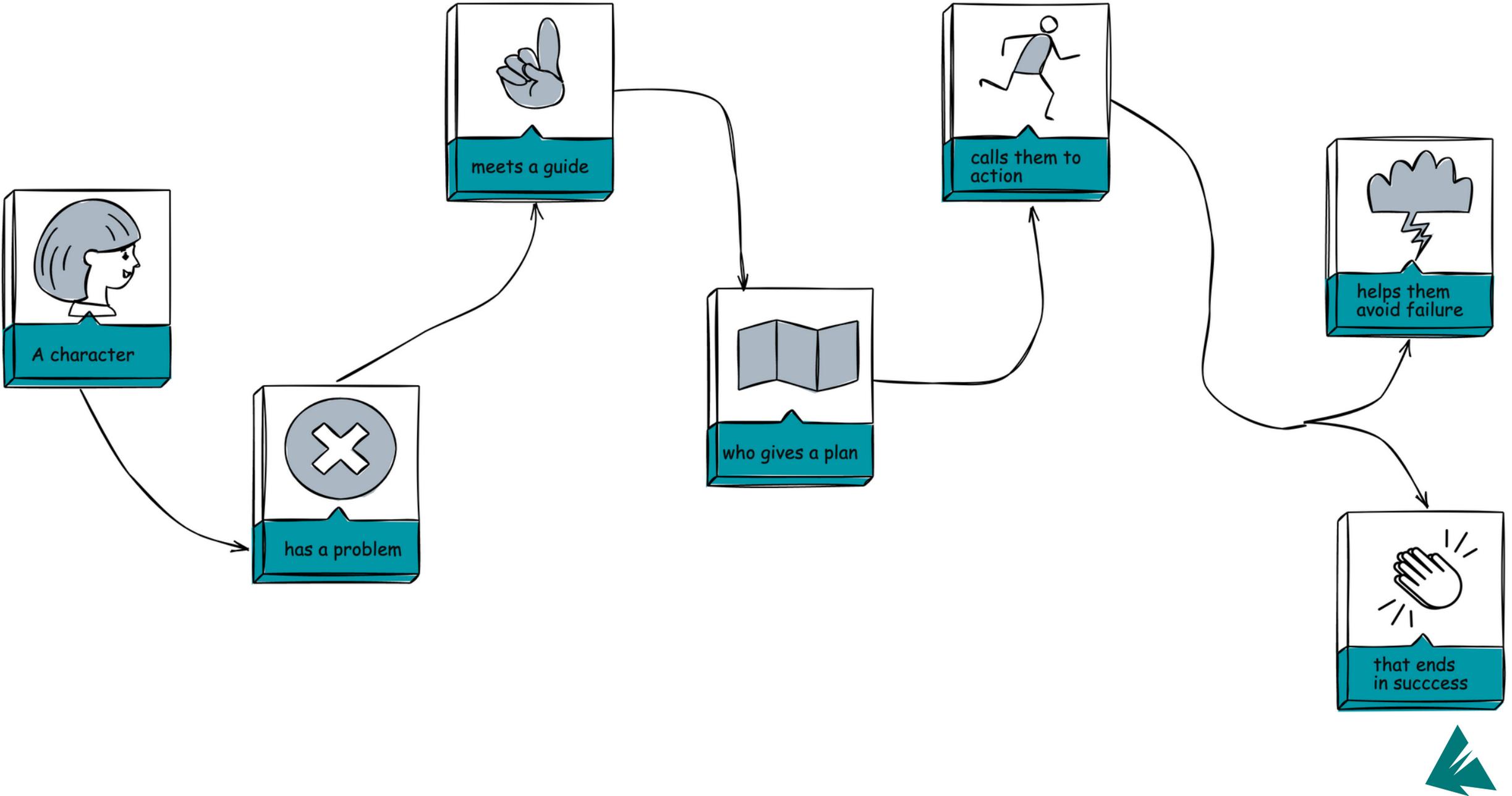
A CHARACTER who wants something
encounters a PROBLEM before they can get it.

At the peak of their despair,
a GUIDE steps into their lives,
gives them a PLAN,
and CALLS THEM TO ACTION.

That action helps them avoid FAILURE
and ends in a SUCCESS.”

Miller, Donald. *Building a StoryBrand* (p. 20).





Storybrand Principles (cont.)

- A character – the parishioner is the hero, not the parish, or Alpha etc
- Has a problem – a “villain”
 - Which could be external (e.g. cultural challenges)
 - Or internal (personal challenges)
- And meets a guide – people are looking for a guide (not another hero)
- Who gives them a plan – the guide has to have a clear plan
- And calls them to action – people need to be challenged to act
- That helps them avoid failure – people know their outcome can be tragic
- And ends in success – tell them what success looks like



Insights from Nancy Duarte, *Illuminate*

- Every venture contains 5 stages:
 - Dream
 - Leap
 - Fight
 - Climb
 - Arrive
- Communication has to “galvanize hearts and minds at critical junctures”
- “But the real trick is to sustain the interest and commitment of the travelers over the long haul with an ongoing stream of meaningful and timely communications”.



Insights from Duarte (cont.)

- Listening
 - Imagine yourself in the shoes of the parishioners
 - What are their fears?
 - What do they think are the pros and cons of being involved?
 - Make them feel a part of the process



Insights from Duarte (cont.)

- Use “motivating communication” when helping people to commit
- Use “warning communication” to address people feeling stuck or headed in the wrong direction – to address resistance



Insights from Duarte (cont.)

- The Torchbearer
- The Torchbearer's Toolkit
 - Deliver speeches
 - Tell stories
 - Hold ceremonies (ritual)
 - Use symbols



Insights from Duarte (cont.)

- Speeches

- Speeches are different from stories because they don't need to unfold chronologically
- To persuade – give a speech
- Name where they need to move from (status quo) and where they need to move to (vision)
- Establish gap between what is and what could be – resolved by “new bliss” (attractive picture of the vision so that people long to get there)
- Call them to action



Insights from Duarte (cont.)

- Stories

- Stories depict transformation well
- I – invite people to enter your own world and be connected to you
- We – shared experiences, emphasizes common experiences
- They – what happened to someone else that you can draw upon so that we can emulate it
- Stories have a beginning – the beginning of an adventure
- Middle – roadblocks that test the hero's resolve
- End – hero achieves the goal, transformed by the journey
- Stories orient us – where we are, we came from, where we are going



Insights from Duarte (cont.)

- Ceremonies
 - Rites of Passage (Van Gennep and Victor Turner)
 - Separation – symbolic action of withdrawal
 - Liminal phase – symbols to effect transformation
 - Reincorporation – Now takes up new role



Insights from Duarte (cont.)

- Symbols
 - Image, object, word or place – represents something else
 - Usually drawn from speech, story, ceremony, or all three
 - Symbols best drawn from the group's life rather than imposed

