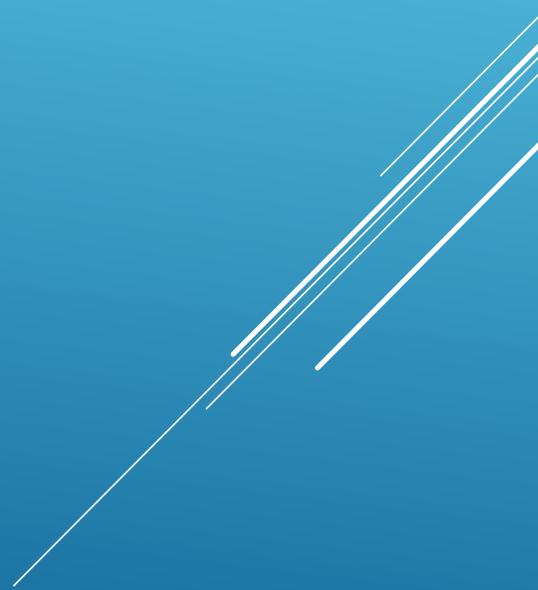


COMMUNICATIONS

Selina Hasham

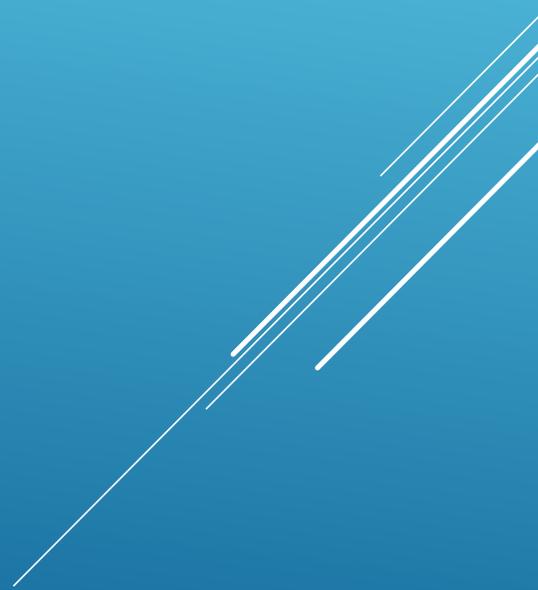
1. Word
2. Story
3. Relationship

COMMUNICATIONS: PART 1

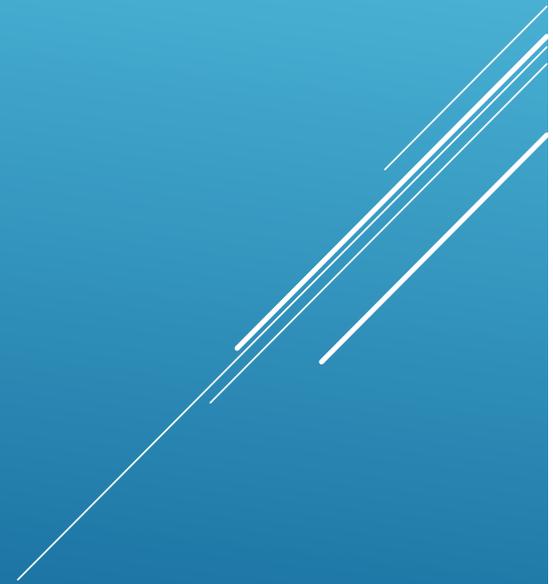
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1. What makes a successful enterprise
2. How to write a comms plan

## COMMUNICATIONS: PART 2

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WORD



Genesis 1

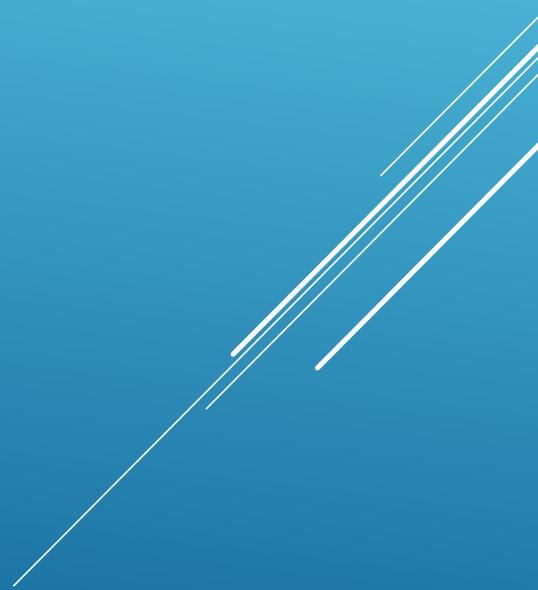
God spoke the world into being...

WORD

In the beginning was the Word,  
and the Word was with God,  
and the Word was God.

John 1:1

WORD

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

The Word became flesh and  
dwelt among us.

John 1:14

WORD

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He is dressed in a robe dipped  
in blood, and his name is the  
Word of God.

Revelation 19:13

WORD

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The Word of God + the Holy Trinity

The Father who speaks the Word

The Son who is the Word spoken

The Holy Spirit who interprets the Word

**WORD**

How great a forest is set ablaze by a small fire! And the tongue is a fire. The tongue is placed among our members as a world of iniquity; it stains the whole body, sets on fire the cycle of nature, and is itself set on fire by hell. For every species of beast and bird, of reptile and sea creature, can be tamed and has been tamed by the human species, but no one can tame the tongue—a restless evil, full of deadly poison.

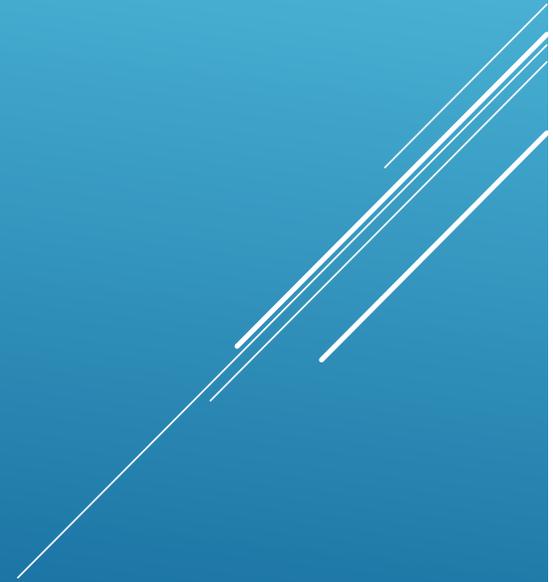
With it we bless the Lord and Father, and with it we curse those who are made in the likeness of God. From the same mouth come blessing and cursing.

**WORD**

**James 3:5-10**

The power of the Word.

WORD



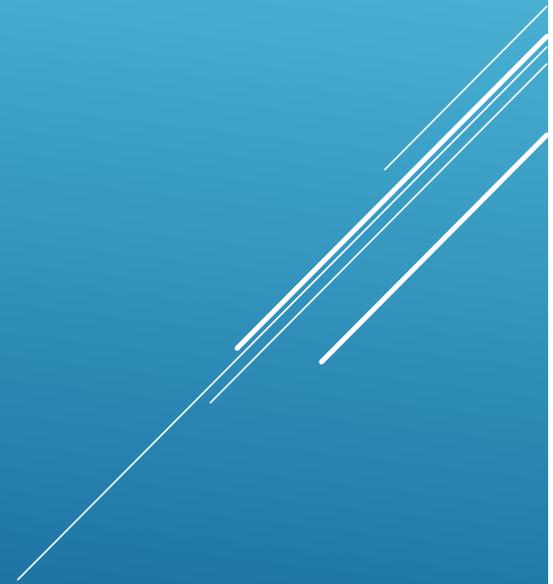
The power of the Word.

A story of forgiveness.

<https://www.youtube.com/watch?v=gzc9VAKfCbl>

WORD

STORY



# The Power of Story

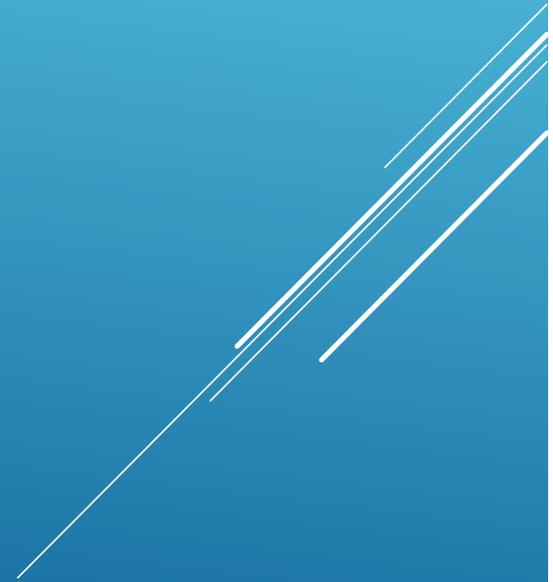
So as not to lose our bearings, we need to make our own the truth contained in good stories.

Stories that build up, not tear down; stories that help us rediscover our roots and the strength needed to move forward together.

**STORY**

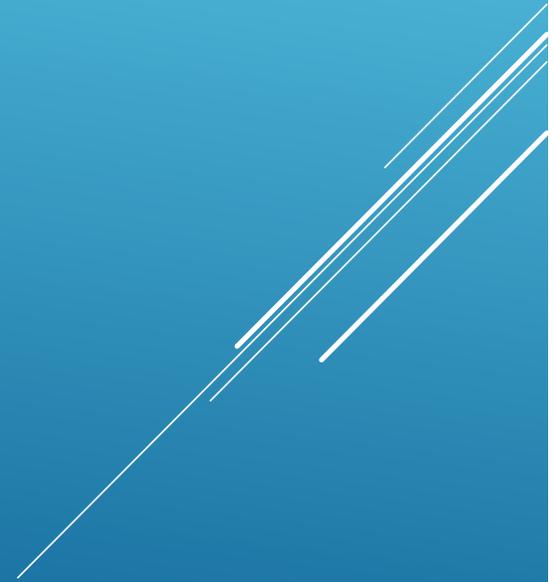
A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

Amid the cacophony of voices and messages that surround us, we need a human story that can speak of ourselves and of the beauty all around us.



A narrative that can regard our world and its happenings with a tender gaze.

A narrative that can tell us that we are part of a living and interconnected tapestry.



A narrative that can reveal the interweaving of the threads which connect us to one another.



POPE FRANCIS

MESSAGE FOR WORLD COMMUNICATIONS DAY 2020

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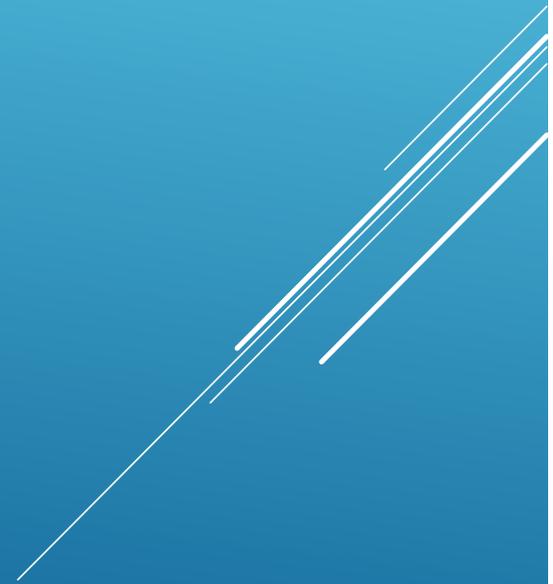
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POPE FRANCIS, MESSAGE FOR WORLD COMMUNICATIONS DAY 2020

RELATIONSHIP



## Multiple threads woven together

Our story is woven together with  
“other characters, our brothers and sisters  
who are with us as actors in today’s story.  
For no-one is an extra on the world stage,  
and everyone’s story is open to possible  
change.” POPE FRANCIS

# RELATIONSHIP

“Go and mend the nets.”

Weave other nets:  
Networks of relationships,  
of love, of gratuitous  
sharing where friendship is  
profound and authentic;  
networks where we can  
mend what has been broken, heal from loneliness,  
not focus on the number of followers, but experience  
the greatness of infinite Love in every encounter...



**RELATIONSHIP - POPE LEO XIV**

1. Word
2. Story
3. Relationship

COMMUNICATIONS: PART 1

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1. What makes a successful enterprise
2. How to write a comms plan

## COMMUNICATIONS: PART 2

Three things required for an enterprise to succeed:

A SUCCESSFUL ENTERPRISE

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Three things required for an enterprise to succeed:

1. A product of genuine quality

A SUCCESSFUL ENTERPRISE

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Three things required for an enterprise to succeed:

1. A product of genuine quality
2. An optimistic vision – a vision of hope

**A SUCCESSFUL ENTERPRISE**

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Three things required for an enterprise to succeed:

1. A product of genuine quality
2. An optimistic vision – a vision of hope
3. A capacity to communicate your vision

**A SUCCESSFUL ENTERPRISE**

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Having a Communications Plan  
for your enterprise...

...based on your story.

COMMUNICATIONS PLAN

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue gradient background.

1. Who
2. What
3. Where
4. When
5. How

# COMMUNICATIONS PLAN

A simple Communications Plan

COMMUNICATIONS PLAN

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