

# Strategic Communication?

**Is that a thing?**

Dr. L. Alexander Patrick, Glendale Community College

# What you say v. How you say it



Which is more important to achieving what you want?

Common Resistance when we communicate through challenges

# What is Strategic Communication?



# DO THE WORK!!!

- What is your goal in the communication?
- What do you know about the person (your audience) that you are communicating with?
- Let the audience know why they should care
- What are the mutual needs?



# Impressions

v.

# Concrete Outcomes



**# GET RESULTS**

---

Communicating with purpose, while showcasing value in order to achieve a goal.

Strategic Communication v. Manipulation: What's the Difference?



**Let's Speak with Purpose!**

**Let's Get to Know Each Other!**

**Let's Care about Each Other!**

**Let's Help Each Other!**



# Resources

Holtzhausen, D. and Z. Ansgar. (2014). "Strategic Communication: Opportunities and Challenges of the Research Area". From *The Routledge Handbook of Strategic Communication*. Routledge: New York.

Roberts, J. Writing for Communication Industries. The Ohio State University Pressbooks.

