



BETTER TOGETHER

Breaking Barriers

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Building Ambassadors from the Inside Out



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Building Ambassadors from the Inside Out

Objectives

- Better understand the importance and impact of continuous communication for building trust and creating action towards a common goal.
- Understand what it means to build internal ambassadors.
- Increase the quality and number of ambassadors.
- Have tools to practice good communications.
- Share with each other to model the importance of relationships and building trust in their own communities.

Building Ambassadors from the Inside Out

**Warm-up activity – Communications
and the Role of Internal Ambassadors**

Benefits of Continuous Communications

- All players engage in frequent and structured open communication to build trust, assure mutual objectives, and create common motivation.
- Provides platform for trust to be developed, concerns to be addressed, and ideas to be discussed between organizations.
- Assists in the development of a common language, the foundation for creating a common agenda and agreeing on common targets and benchmarks.

Benefits of Continuous Communications

**Internal communications helps
builds ambassadors.**

**Internal communications = Official and
unofficial communication that goes on
among and between your internal
stakeholders – the lifeblood of the network.**

What is an Ambassador?

AMBASSADOR (noun)

The noun **AMBASSADOR** has 2 senses:

- 1.** a diplomat of the highest rank; accredited as representative from one country to another
 - 2.** an informal representative
- Organically spread the word about your work and progress with the power of ownership and pride
 - A collective of insiders

Why Build Internal Ambassadors?

- Create a value layer of credibility and trust for a network and its work.
- Engage daily with current and potential stakeholders. Each interaction collectively shapes the way people experience your work and network.
- Are authentically excited about your vision and goals.
- Gives people more of a sense of ownership.

Why Build Internal Ambassadors?

- Promotes fairness and equity.
- Creates a climate of openness.
- Connected people are more productive and effective.
- Allows the network to respond quickly and efficiently to change & emergencies.
- Makes problem-solving easier.
- Makes a pleasant and fun environment.

What Does It Look Like When You Build Internal Ambassadors?

- Alignment with your culture
- Internal communications plan
- Right tools are being used
- Visuals are being used
- Metrics included whenever possible
- Don't lose sight of the big picture
- Knowledge sharing is happening organically

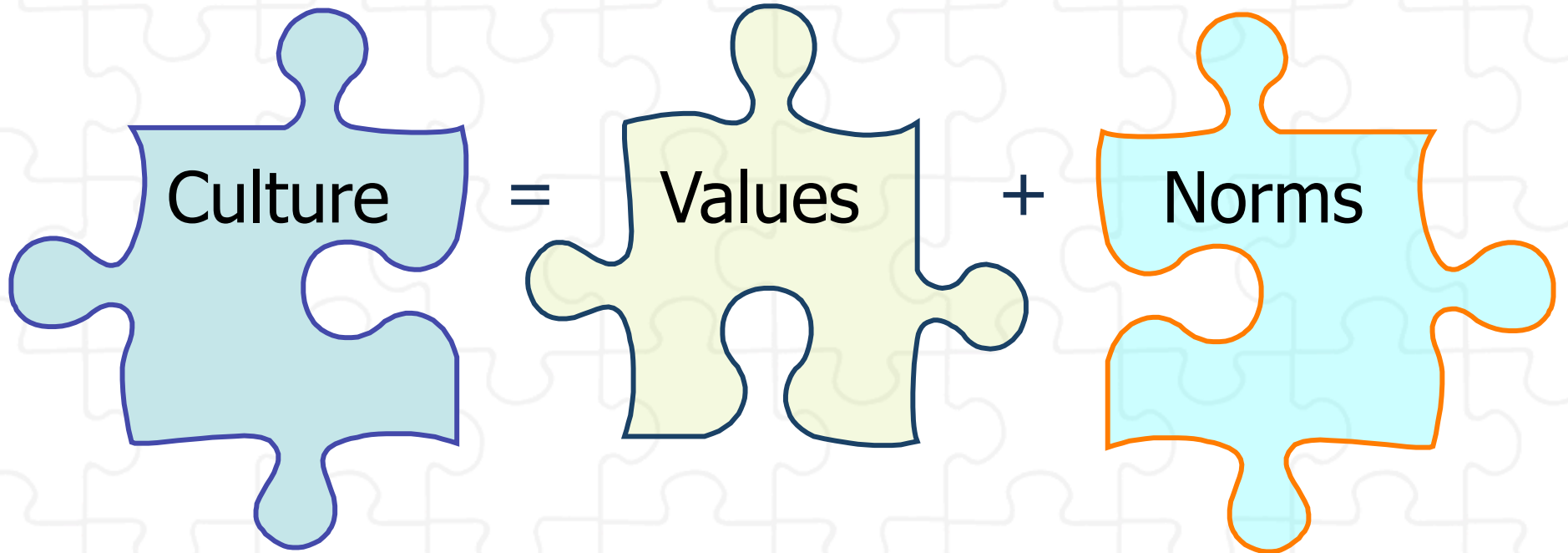
What Does It Look Like When You Build Internal Ambassadors?

- Provide channels for feedback and ideas
- Encourage cross-group communication
- Avoid communication overload – focus on sending the right information to the right people at the right time
- Don't just inform – inspire action
- Share network's mission, vision, and goals, recognize people/organizations for their contribution or certain accomplishments

What Does It Look Like When You Build Internal Ambassadors?

- Maintain transparency
- Encourage use of social media
- Share industry news, trends, and insights
- Recognize and praise success
- Promote ambassador resources and training

What is Culture?



Your Culture is Key

Building a collective mindset

Value	Norm
<ul style="list-style-type: none">• Collaboration• Inclusion• Asset-Based Community Engagement• Continuous learning• Integrity	<ul style="list-style-type: none">• We are better together; team building is ongoing; listen to each other• Treated as if everyone's ideas matter; culturally sensitive; at every level of community• Community "owns" the work; work done with, not to or for communities• Learn and grow together, willingness to be vulnerable• Open communications is accepted and encouraged; being held accountable to those we work with and those we serve

How to Build Internal Ambassadors

- **Wow them**

Just because your audience is captive doesn't mean it has to listen

- **Involve them**

Provide them with tools or parameters for sharing

- **Recognize them**

Make sure they feel like their contributions matter & feel connected to the greater whole

- **Measure effectiveness**

Ensure your internal communications is working

How to Build Internal Ambassadors

Wow them

How creative are you when talking to internal stakeholders?

How to Build Internal Ambassadors

Involve them

How are your internal stakeholder engaged in sharing your vision, goals, and messaging?

What are ways you make sharing easy?

How to Build Internal Ambassadors

Recognize them

How do you ensure that your internal stakeholders feel like an integral part of your message?

How to Build Internal Ambassadors

Measure effectiveness

- Check internal stakeholders satisfaction of the communications they receive
- Ask for feedback at meetings
- Make internal communications a topic for Steering Committee-level meetings
- Test the information flow

Putting It All Together

What's your plan?

Key Takeaway

**What is your key
takeaway that you will
begin to use
immediately?**

**“COMMUNICATION LEADS TO COMMUNITY,
THAT IS, TO UNDERSTANDING, INTIMACY AND
MUTUAL VALUING.”**

ROLLO MAY

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