

North State Aspirational Communication

Virtual Workshop

September 25, 9:00-11:30am PST

We're looking forward to spending time with you and your team to explore your vision for a motivating and unified message about your Talent Hub and the work that you do. Our goal for the training is to facilitate a productive, insightful and rewarding session—one that will yield clarity and alignment on a shared narrative that your team can use to frame any communications or messaging work.

Agenda

Welcome and Introductions (15 minutes)

Introduction and ice-breaker to share individual aspirations for the session.

Key Question: What do you hope to get out of this training?

Introducing Aspirational Communications (35 minutes)

The Hattaway team will explain the importance of aspirational communication, and introduce [Hattaway's approach](#) to achieving it.

Exercise: Draw the world as it looks now, and as it will look in the future if your work is successful.

Crafting Your Shared Aspirational Narrative (60 minutes)

We'll dive deep into the Aspirational Communication model and explain how each step of our [narrative framework](#) can be applied to your work. We will engage with key questions throughout this section and ultimately create a motivating and unifying shared narrative about your work that can be supported by tailored messages for certain audiences.

Exercise (People): How would you describe the people you serve in ways that highlight their assets, rather than their deficits?

Exercise (Goals): What are the authentic aspirations of your audience?

Exercise (Problems): What is the cause of the problems you are trying to address? What are the consequences for the people you serve?

Exercise (Solutions): What are your specific solutions to the problems you identified? How do they benefit individuals and society?

10 minutes: BREAK

Exercise (20 minutes): Using the elements of the narrative framework that you've drafted—people, goals, problems, and solutions—write a short “elevator speech” about your work. We'll share message out loud to ensure that it can be said in one minute or less.

Takeaways and Next Steps (10 minutes)

Discuss: Share a takeaway from today's exercises and discuss how we might help you communicate about your work.