

“Ideas are easy. Consistency is hard.”

List!

A list is a commitment.

1. Create and maintain lists of all stakeholder groups
2. Use basic CRM software like Constant Contact to load and fire your lists
3. Create A-lists of individuals in any stakeholder group. Schedule prompts to touch them.

Schedule!

A schedule is a commitment.

1. Put it back in the middle of your desk. Important relationships belong on your schedule.
2. Schedule for a year. Use your lists, determine the number of touches you need, *per year*.
3. It's not time management; it's priority and timing management. How much does it matter? How often should it happen?

Record!

Stories happen. You have to catch them when they do.

1. Capture images. *Professional* matters less than images of a real moment.
2. Capture stories. If it has people, conflict, change, success, or celebration, record it.
3. Capture feedback. When someone answers your questions about what matters, write it down, and let it shape where you look for stories.

Share!

You can't do it all. You shouldn't do it all.

1. Every job worth doing must have a guardian.
2. Every list and every scheduled item should have a name beside it.
3. Every person on your team should have a communications responsibility.

Tweet!

Extend your reach.

1. Drive stories with social media
2. Follow up conversations with social media
3. Monitor your community with social media