



TOOL | THE 4 “M”S OF EFFECTIVE COMMUNICATIONS

Continuous Communication: How to develop an effective Communication Strategy?

The fourth condition of Collective Impact is continuous communication. It includes the need to establish both formal and informal mechanisms for keeping people informed about the progress and key milestones of a Collective Impact effort.

Beyond defining the appropriate communication pathways and vehicles, this condition also encompasses the need to ensure that the work of the Collective Impact initiative is communicated openly to a diverse audience, and therefore, utilizes a range of communication styles.

TOOL DESCRIPTION:

This tool is designed to help you to map out the most effective approach to continuously communicate about how your Collective Impact plan is evolving; the progress that is being made on moving forward the shared measures; and also how best to share lessons learned with one another.

The 4 “Ms” of Effective Communications are:

1. **Message** – What action(s) do we want this person to do?
2. **Member** – Who is the target of this message?
3. **Method** – What communications tool(s) will work best?
4. **Moment** – When is the best time to convey this message?

TOOL HOW TO:

Step 1. – Using the attached worksheet work Individually, or with your Collective Impact partners and fill in the sheet.

The 4 “M”s Effective Communications

| Message(s) | Member | Method | Moment |
|--|-------------------------------------|--|---|
| What do you want this Member to know? What action(s) do we want this person to take? | Who is the target for this message? | What communications tool will work best? | When is the best time to convey this message? |
| Children will achieve the goal of consuming 7 fruits and vegetables a day | School board | Parent council meeting | Start of a school year and January |
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TOOL DEBRIEF:

Debrief questions can include:

- How will we know that our communications are having their intended impact?
- Are there specific “calls to action” that we want to include within our communications?

