



ASSET MANAGEMENT IN ACTION:
Practical Skills for Real Conversations

Communicating Asset Management
SILGA
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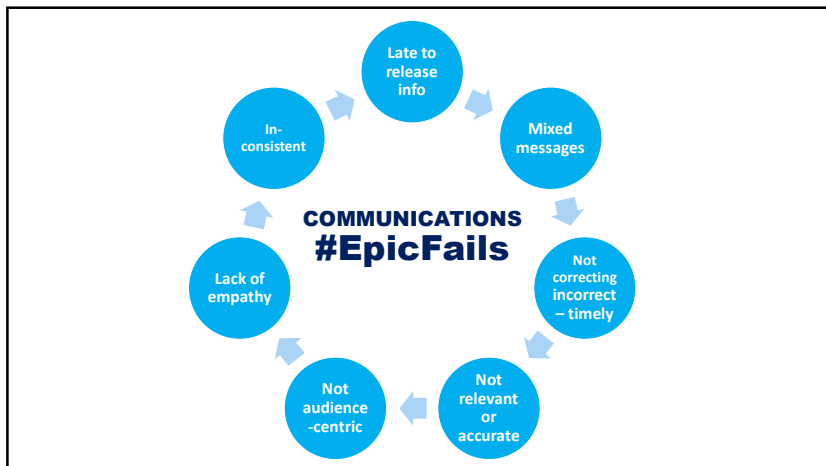
WHAT WE'LL COVER



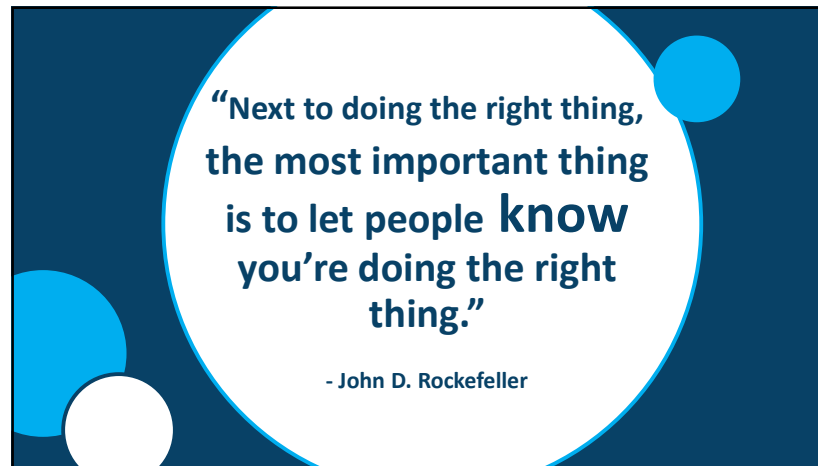
BE PROACTIVE

- What makes for great AM communications?
Scenarios
- Strategic communications questions
- Prep your response
- Check your channels
- Keep on communicating!

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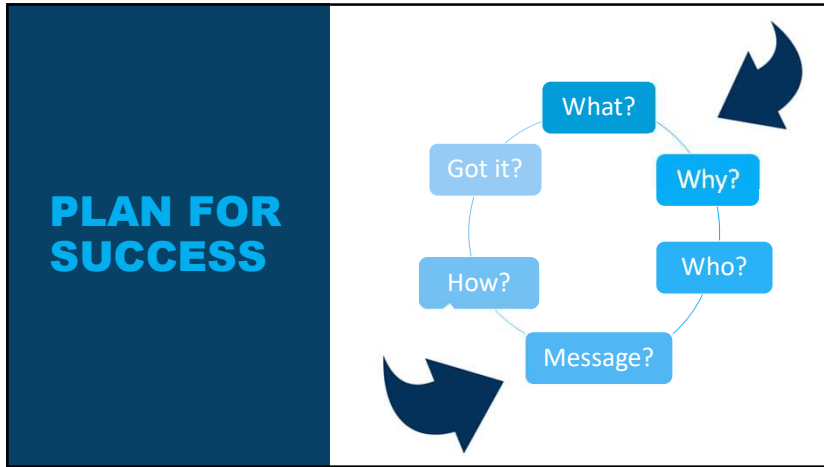
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**“Next to doing the right thing,
the most important thing
is to let people know
you’re doing the right
thing.”**

- John D. Rockefeller

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KNOW YOUR AUDIENCE

1. WHO do you need or want to reach?
2. HOW will this impact them?
 - Benefits?
 - Concerns?
3. ANTICIPATE the questions you need to be ready to respond to

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Daily News

Ripped from the Headlines

SCENARIOS

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Daily News

Ripped from the Headlines

Scenario 1: New Tax Levy	Scenario 2: Wastewater Treatment Plant Replacement	Scenario 3: Budget Debate on Savings
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**FOUR
MUST-
ANSWER
STRATEGIC
QUESTIONS**

1. What is the strategic goal?
2. Why is it a priority now?
3. How does this benefit the community (now and in the future)?
4. What is the call to action for the public and staff?

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**FOUR
MUST-
ANSWER
STRATEGIC
QUESTIONS**

1. What is the strategic goal?
 - What's the primary purpose?
"Ensure continued and sustainable delivery of services through proactive management of our infrastructure and assets like our parks, roads, water, wastewater and the like."

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**FOUR
MUST-
ANSWER
STRATEGIC
QUESTIONS**

2. Why is it a priority now?
 - Explain the urgency or context driving the decision
"Delaying action will result in costly emergency repairs."

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**FOUR
MUST-
ANSWER
STRATEGIC
QUESTIONS**

3. How does this benefit the community (now and in the future)?
 - Describe the positive impact on the public or services
"Reliable infrastructure ensures uninterrupted services and public safety."

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FOUR MUST- ANSWER STRATEGIC QUESTIONS


4. What is the call to action for the public and staff?

- State the specific action needed from your audience

“Come to our open house to learn more about how we can fund long-term infrastructure improvements.”

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TALKING ASSET MANAGEMENT #OurAssetsMatter



ROAD COSTS INCREASE 126%
Construction costs for Vernon road infrastructure have ballooned 126 per cent over the last 10 years

PUSHING BACK ON TAX HIKE
Group of Osoyoos residents continue to push for change to nearly 40 per cent tax hike

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PLAN FOR SUCCESS



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TECHNIQUES TO TRY: BRIDGING

Bridge the gap to a new topic or point

- “While I don’t have that information, what I can tell you is...”
- “While I don’t know the answer to that particular question, I can put you in touch with...”

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TECHNIQUES TO TRY: FLAGGING

Draw attention to a specific point you want to be sure to get across (your key message!)

- “What’s important to point out is...”
- “We are working to focus on...”
- “Let me first just say...”

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TECHNIQUES TO TRY: EAR STATEMENT

EAR Statement: Empathize, Acknowledge, Reassure

- “I understand that this new levy can feel like a challenge right now, but this investment ensures we avoid higher costs down the road and maintain reliable services for everyone.”

(The levy will help offset the costs down the road...)

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TECHNIQUES TO TRY: ASK, DON'T ARGUE

Ask, Don't Argue: Invite residents into the conversation

- “What would you suggest as a way to address these infrastructure needs? We want to explore all possible options and hear your thoughts on how we can manage this together.”

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TECHNIQUES TO TRY: PRE-EMPTIVE

Pre-emptive Messaging: Address known concerns early

- “We know any increase in cost is concerning, but without this levy, future emergency repairs would cost much more.”

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TECHNIQUES TO TRY: HOLDING STATEMENTS

- Have ready to go – for media and social media
- Empathy message
- Safety top priority
- And when ready add facts about:
 - Who What Where When Why and What's Next

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TECHNIQUES: HOLDING STATEMENTS

- “Our safety and emergency team is working closely with the police to investigate the incident. While it's currently under investigation, what we can tell you at this time is ...”

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TECHNIQUES: EMPATHY

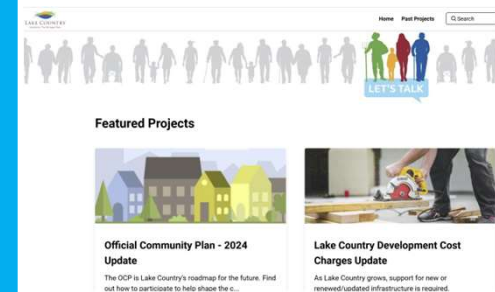
 Empathy is your Superpower



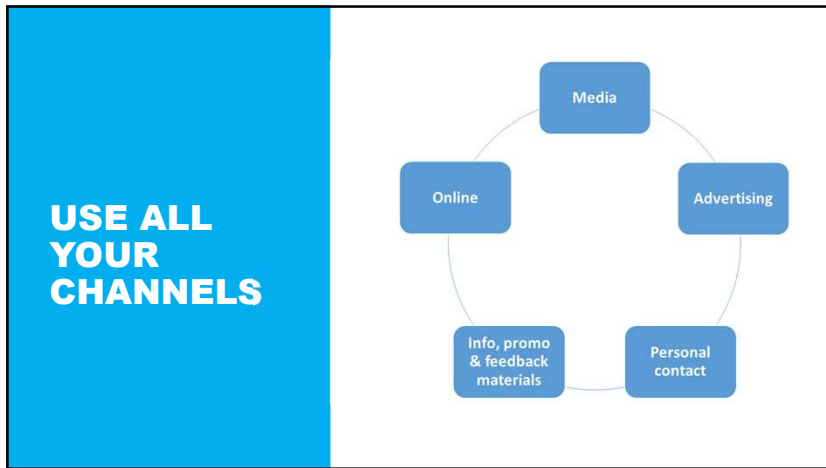
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HOW WILL YOU COMMUNICATE

HOW WHO WHEN



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IMPORTANCE OF CONSISTENT COMMUNICATION

- Build trust, manage expectations.
- Avoid 'too little, too late' communication
- Use multiple channels (media, social media, newsletters, inperson, etc)
- Maintain clear timelines and reinforce key messages

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Customer Service Learn With Us Drink With Us WaterTowerPark Work With Us Water Quality

It's More Than Just a Drink

Louisville Water flows in more places than into your sink. Learn how our water makes an excellent ingredient in a beverage, bottle and community.

KEEP ON COMMUNICATING

It's about the service!

BOURBON

Louisville Water is bourbon's best friend.

LOUISVILLE PURE TAP®

Make this your beverage of choice at home, on the go, at large events or become a purely local business partner.

Learn More Learn More

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Thank you!
#YouGotThis

CONNECTING COMMUNICATORS: STAY CONNECTED!

QR Code

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