

DO SOME GOOD THIS YEAR

We love checklists at The NOW Group. Love them. So here's one for all you communication leaders.

- Map your goals for the year ahead.** What are the important events coming up? Any projects or campaigns that require communications products or advertising support to get the public onside? Get them on a calendar and start planning a strategy early.
- Don't just book the date — book the lead time.** If you always run a Labour Day print ad, or a mid-June radio campaign, book it now for lower rates and better placement. Creating a video for a May convention? Start thinking about scripts in January. You'll save money and avoid last-minute scrambles (not to mention antacid).
- Refine what you're saying.** Look at your message. Is it still relevant and does it connect with your audience? Do you need more research? Consider what you'd like to hear people say about your organization a year from now, and start telling that story with every encounter.
- Assign tasks and responsibilities.** Designate the team member who will be responsible for each stage of your projects — from approving content to executing your ground game. Do they know what's coming? Do they need any training, coaching or support?
- Consider your capacity.** Figure out what volume your team can handle in the time you have, and where you'll need additional expertise — or just some extra hands on deck. Do you have the resources you need to succeed?
- Celebrate!** We often spend a lot of time fighting...to help others be heard, to stand up for our values or just to get a project approved! Take time to celebrate your victories, and thank those who helped make a battle or a day that little bit easier.