

Mastering the Art of Communication

Engage, Empathize, and Transform
Your Audience

Our Journey Today

- Acknowledge that the Landscape has Changed
- Understand the Experience Economy
- Build the Right Communication and Channels
- Create the Flywheel

THE LANDSCAPE

Perspective Driven

The Communication Landscape is Changing

~347 billion emails are sent every day around the globe in 2023.

It's **louder** than ever so how
are you going to be heard by
your ideal audience?

The Common Thread



- Outsourcing in Nevis and India
- Product Development - International & US
- Leading Sales, Marketing, Communications
- Strategy and Consulting

One commonality, communication!



“The **golden rule of communication** is to put your **member** at the center of everything you write.”

THE EXPERIENCE ECONOMY

Experience Driven

The Experience Economy



Commodity



Good



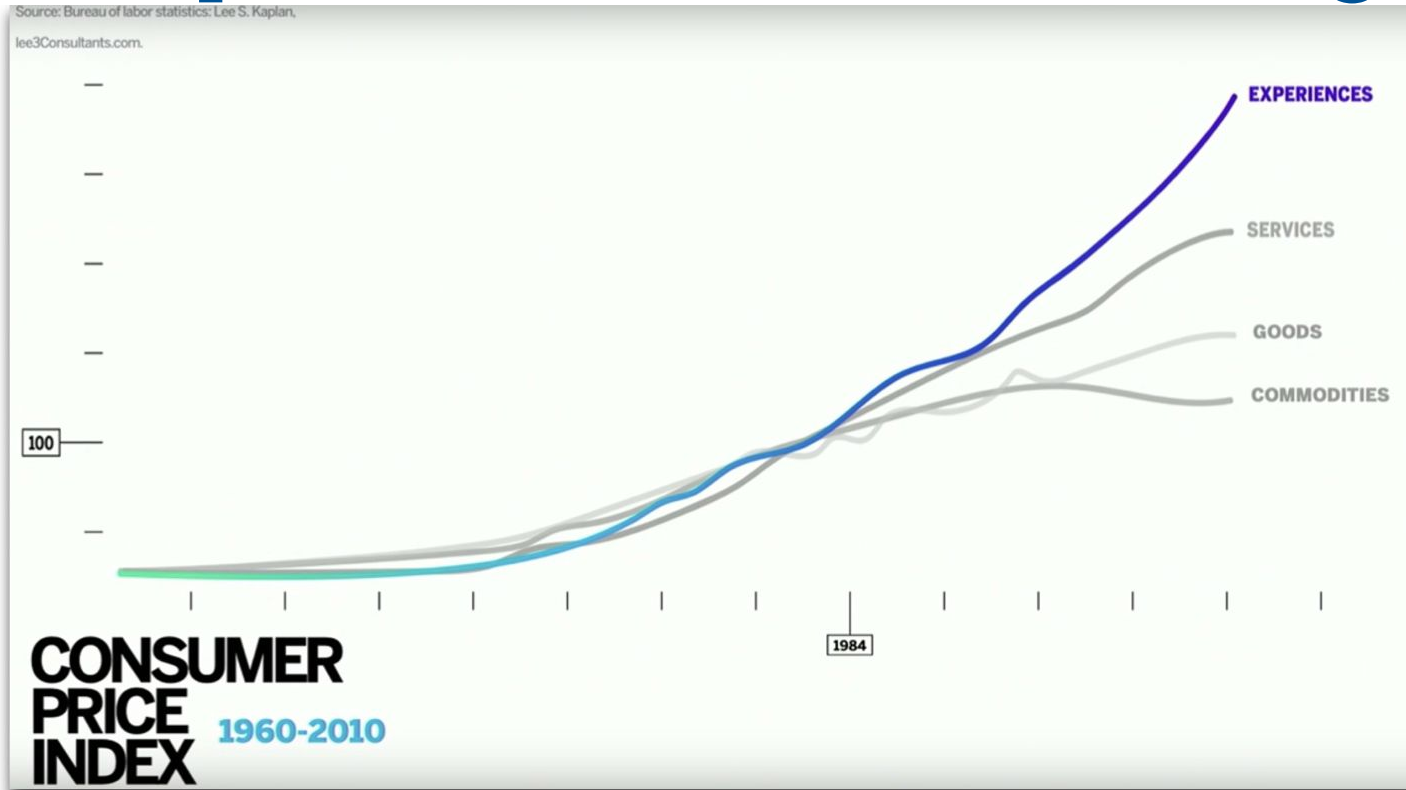
Service



Experience

“Great experiences are tangible: up to a **16% price premium on products and services, plus increased loyalty.**”

The Experience Economy



SOURCE: SAP Sapphire 2019

The Experience Economy

80%

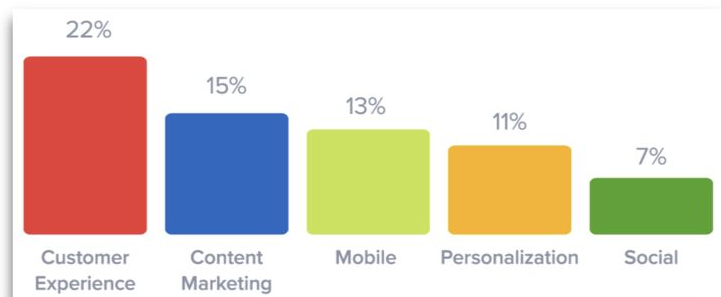
Of CEOs think they provide a great experience

The Experience Gap

8%

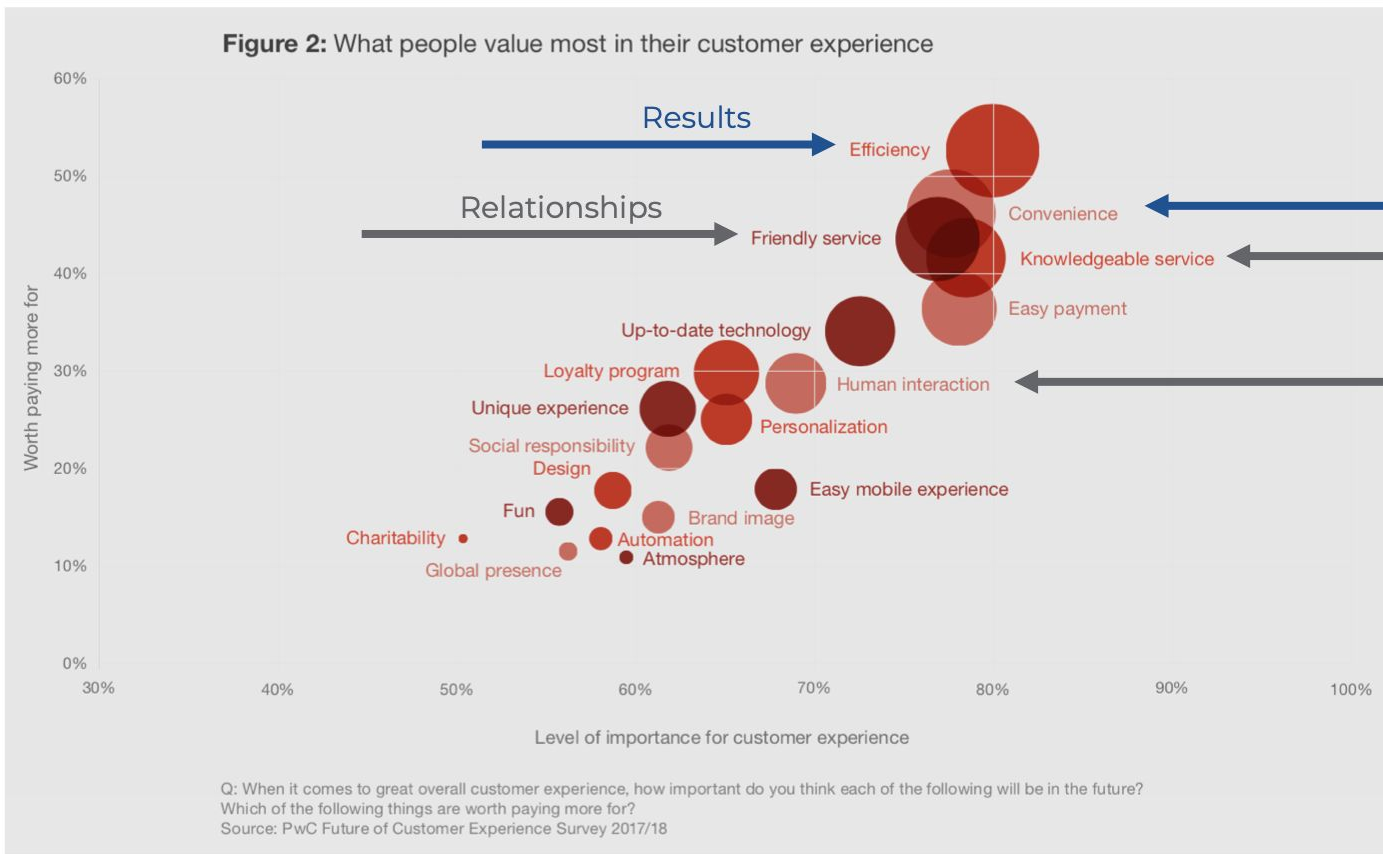
Of Customers agree

“Businesses Lose \$75 Billion Due To Poor Customer Service”



“Employee Experience is the Cornerstone - Human interaction matters now—and 82% of U.S. and 74% of non-U.S. consumers want more of it in the future.”

The Experience Economy



Most communications are left unread because **we are not doing enough to clarify our audience.**

Audience

Who we are speaking to and what do they want.

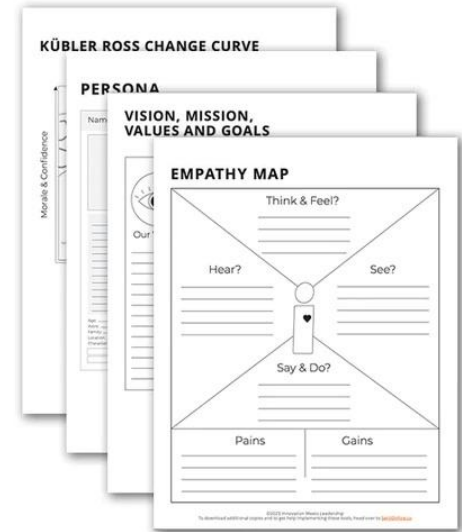
“How do we create an **experience?**”

THE EMPATHY MAP

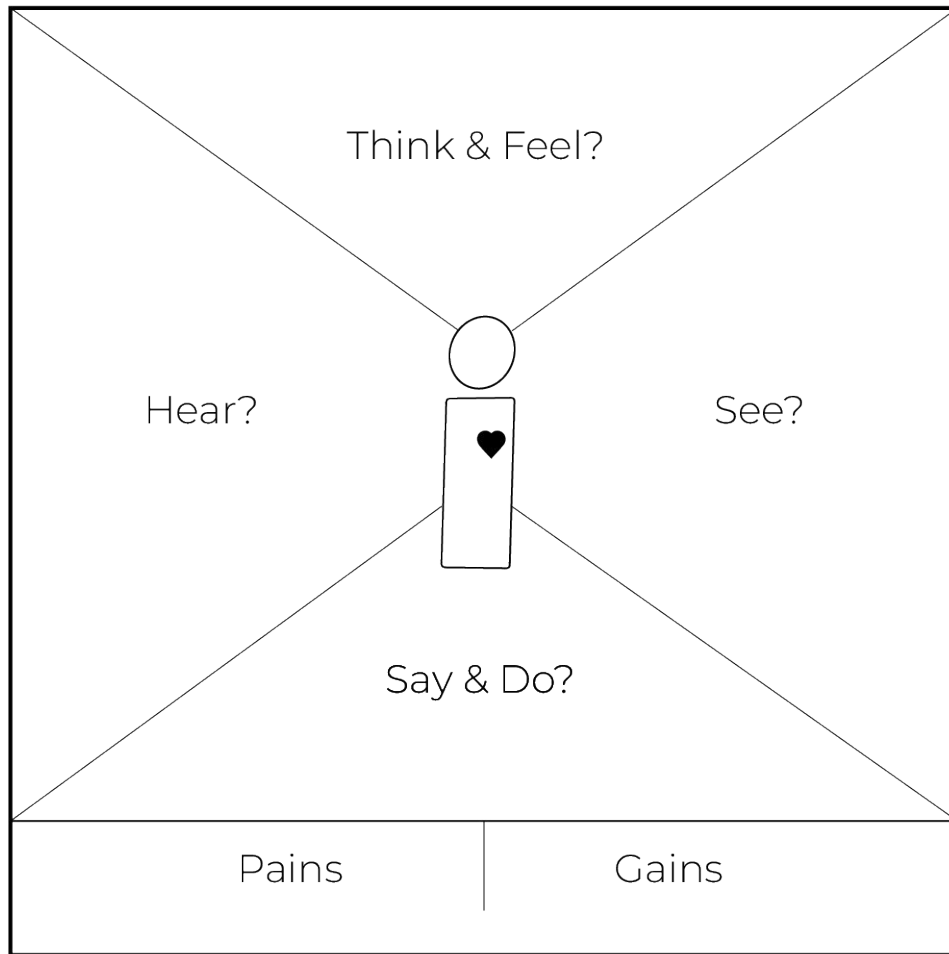
Member Driven

9 Ways to Engage

1. Create an **empathy map**
2. Build a **persona**
3. Be clear, concise & organized
4. Think visual + Be Data Driven
5. Impact Analysis
6. Demonstrate Diverse Perspectives
7. Clearly Outline Recommendations
8. Ask for Engagement and Feedback
9. Take an Omni Channel approach



Empathy Map



Samantha Johnson



"I take my development seriously and want to surround myself with leaders who can help me grow."

Age: 42
Work: SVP Business Development
Family: Married, 2 children
Location: Atlanta, GA
Character: Life Long Learner

Organized Level-headed

Savvy Hardworking

Bio

Samantha is the Senior Vice President of Business Development before working in Business development she had a background as a solutions engineer. Upon working with customers she realized that she had a knack for not just demoing the product but closing the deal. She was recruited into sales and her career has been on the fast track ever since.

Goals

- Wants to move up quickly
- Desires to be CEO in the next 5 years

Frustrations

- Not enough time on her hands for personal development
- Development options seem limited but effective

Personality



Motivation



Preferred Channels



Brands



Persona

“You might think that using big words is a great way to impress your audience, but that misses a major point. People don't care to find out how large your vocabulary is. Instead, they just want to read and understand the information that you're providing.”

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Be Clear, Concise, & Organized

- **Executive Summary:** Begin with an executive summary that provides a concise overview of the key points and recommendations. This allows busy professionals to quickly grasp the main message.
- **Structured Format:** Use a well-structured format with headings, subheadings, and bullet points. This makes it easier for readers to navigate the document and locate specific information.
- **Plain Language:** Avoid jargon and complex legal terminology. Write in plain language to ensure your message is easily understood by a wide audience.

Think Visually

“The human brain can process images up to **60,000** times faster than text.” - Rebekah Carter



Think Visually + Be Data Driven

Use Visual Thinking

Use tables, charts, graphs, and other visual aids to illustrate key points, trends, or data. Visuals can enhance the clarity and impact of your message.

Use Infographics

Make your information shareable and allowing for viral nature.

Data and Evidence

Support your arguments with data, research, and evidence. Use statistics, case studies, and expert opinions to bolster your claims.



Where People Shop for Food Continues to Evolve



Even as the COVID-19 pandemic abates, changes in American shopping habits over the last two years are holding steady. A new survey by FMI - The Food Industry Association finds shoppers have maintained their move toward non-supermarket channels for grocery shopping. Based on the latest release of FMI's U.S. Grocery Shopper Trends 2022 research, while the supermarket still remains king, customers continue to shop for food more frequently at mass market retailers, wholesale clubs and online-only retailers than before the pandemic.



Nearly 4-in-10 consumers (39%) say they either like or love grocery shopping, with men and younger adults more likely to enjoy the experience.



Shoppers use four channels on average to buy groceries and close to five different banners.



Supermarkets remain the most frequently shopped channel. Four-out-of-five shoppers say they use a supermarket fairly often.



Sixty-five percent of consumers shop at mass retailers fairly often and 44% at club stores fairly often.

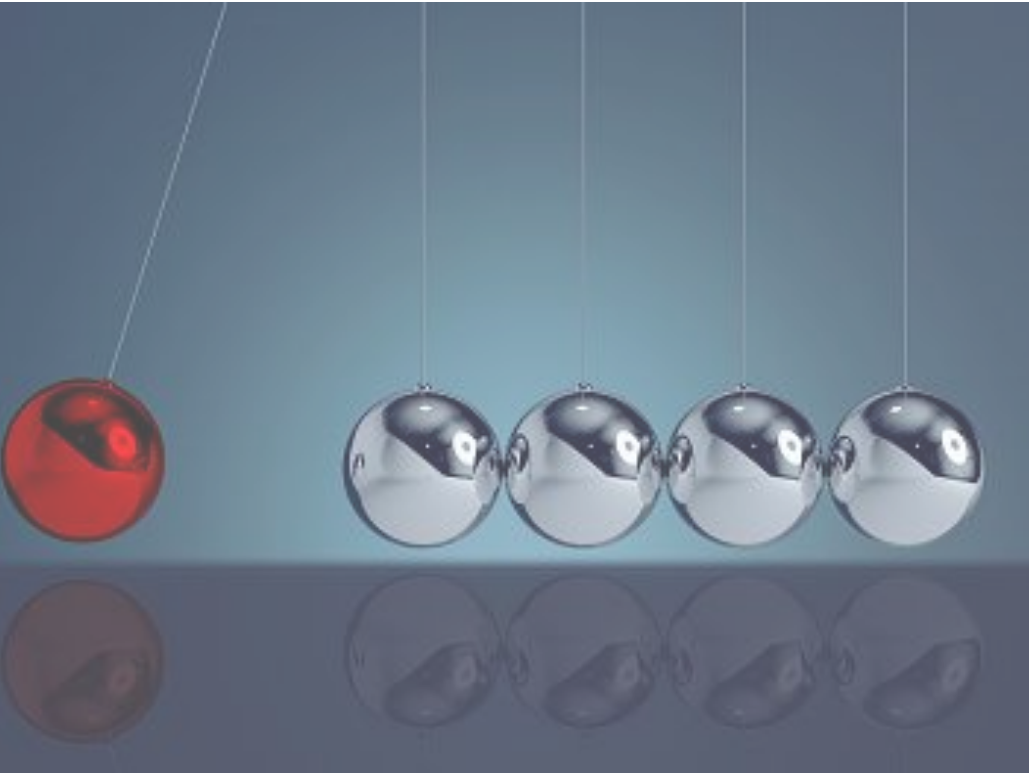


However, a shopper's primary store receives an average of 70% of their grocery spend, down 6 percentage points from pre-pandemic levels.

Primary Channel Among All Shoppers



Impact Analysis



Don't Bury the Lead

Hit them with key points at the top of the email, brief, ect. Don't bury it at the bottom.

Impact Analysis

Describe the potential impact of the proposed changes on the food industry, including economic, operational, and compliance considerations.

Demonstrate Diverse Perspectives

Member Engagement

Discuss any consultations or feedback received during the legislative process, demonstrating that you've considered diverse perspectives.



Clearly Outline Recommendations

Recommendations

Clearly outline your recommendations, including specific actions or changes that should be taken within the food industry.



Ask for Engagement and Feedback

Action & Engagement

What do you want them to DO as a result of what they have read?



Provide your information in many formats

Formats Blogs, Podcasts, Audio

Avenues: Email, Social, Blog, Brief,
Text, Mail

Don't assume there's just one way to reach your audience!



THE FLYWHEEL

Growth Driven

The Strategic Growth Function

$$f_{\text{Firm Growth}} = \text{Inorganic} + \text{Organic}$$

Mergers +
Acquisitions

- + Tactic
- + Tactic
- + Tactic
- + Tactic

Strategic
Strikes

- + Tactic
- + Tactic
- + Tactic
- + Tactic

Strategic
Partnerships

- + Tactic
- + Tactic
- + Tactic
- + Tactic

Rate
Increases

- + Tactic
- + Tactic
- + Tactic
- + Tactic

Purchase
Frequency

- + Tactic
- + Tactic
- + Tactic
- + Tactic

Cross
Selling

- + Tactic
- + Tactic
- + Tactic
- + Tactic

Content
Creation

- + Tactic
- + Tactic
- + Tactic
- + Tactic

The **Strategic** Growth Function

Content Creation

————— = Flywheel

Time

Create Thought Leadership in Many Spaces

2020

Launched Podcast

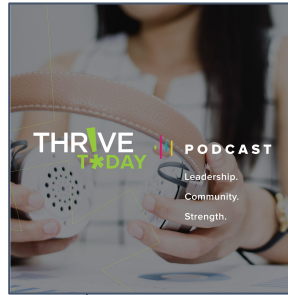


2021

Started Writing in Journals

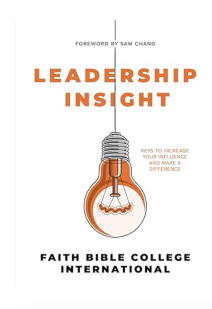


Launched 2 more Podcasts



2022

Co-Authored a book



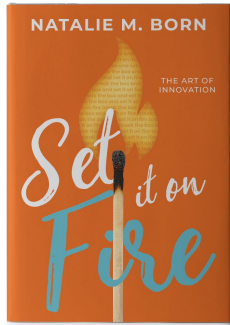
2023

Workshops & Speaking

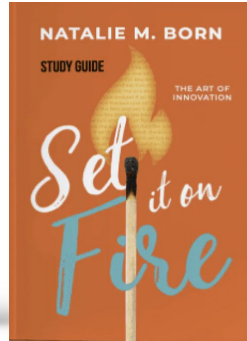


Be seen as a Thought Leader in your Space

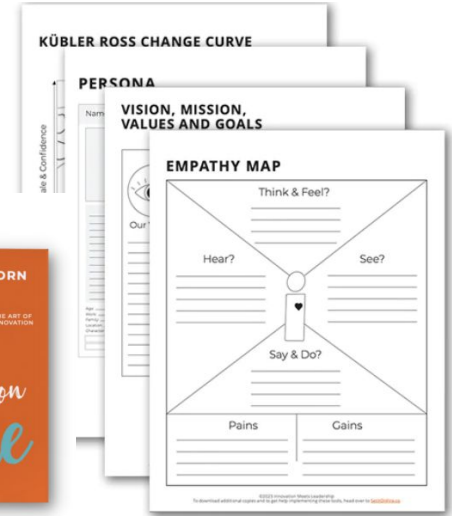
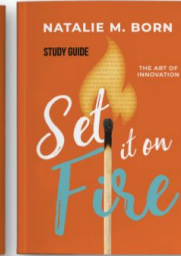
Book



Study Guide



**Master Classes +
Frameworks**



“SET IT ON FIRE: THE ART OF INNOVATION”

The Strategic Growth Function

$$f_{\text{Firm Growth}} = \text{Inorganic} + \text{Organic}$$



What's the experience you want to create?

FMI THE FOOD INDUSTRY ASSOCIATION

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Supermarkets remain the most frequently shopped channel. Four-out-of-five shoppers say they use a supermarket fairly often.

However, a shopper's primary store receives an average of \$24M in sales, down 6 percentage points from pre-pandemic levels.

Primary Channel Among All Shoppers

Year	Supermarkets	Mass Market Retailers	Wholesale Clubs
2019	49%	24%	5%
2020	44%	26%	7%
2022	39%	33%	4%

Find more information at www.FMI.org/GroceryTrends

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\$24M



4 Questions

1. What can I provide that no one else can? (experience driven)
2. Who is my member persona, what do they want to hear, and in what format? (member driven)
3. What experience can I create to keep them coming back?
4. What is my content flywheel? (growth driven)

Questions & Takeaways



Let's stay in touch!

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