



THE LIVESTOCK
CONSERVANCY™

CULTIVATING LEADERSHIP INITIATIVE

Breed Organization
Training

www.livestockconservancy.org

MODULE 7:

Managing Internal Communications

Presented by:



**THE LIVESTOCK
CONSERVANCY™**

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HOUSEKEEPING

- Please mute yourself during the presentation.
- The presentation is being recorded & will be shared.
- Please save questions for the Q&A.





WEBINAR DISCLAIMER

- Bylaws are legal documents.
- Regulations vary from state to state.
- Check your state's laws.
- **We are not legal experts** and do not know every state's laws.
- Consult with an attorney.



IN THIS MODULE

Communication is a *vital* function of any breed organization.

- Importance to every program or function of any breed organization
- Importance to long-term survival and expansion of the breed



WHAT IS INTERNAL COMMUNICATIONS?

Internal communications is the heartbeat of an organization. It brings your values to life and sets the tone for the culture of your group.





QUICK POLL

How many of you have
experienced internal
communication problems
within the last 3 months?





WHO IS INCLUDED IN INTERNAL COMMUNICATIONS?

- Staff
- Members
- Volunteers
- Board of Directors
- Advisors





WHY IS INTERNAL COMMUNICATION IMPORTANT?

Share knowledge

People need to be able to actively share knowledge across the whole organization.

Facilitate innovation

Facilitate innovation
Internal communication enables employees to brainstorm with each other.

Focus on Problem-Solving

Good communication culture nurtures a problem-solving mentality.

Encourage disagreement

Help people have honest discussions and introduce healthy levels of disagreement.

Engage employees

One simple way to improve employee engagement is to initiate Employee Advocacy.



CLOSED SESSION COMMUNICATIONS

What do the state's laws or the
organizational by-laws say?





INTERNAL COMMUNICATION ISSUES

One of the **most common threats**
to breed organization success!





COMMUNICATIONS CASE STUDY

Good team members can be lost
because of poor communication.

Even when they support the
mission of the organization.





COMMUNICATIONS CASE STUDY

Internal communications issues are preventable!

- Pertinent information should be available to all team members.
- Leaders at all levels should be proactive.
- Create an internal communication plan.





INTERNAL COMMUNICATION PLAN

- Audit
- Goals & Objectives
- Tactics/Platforms
- Schedule/Frequency
- Deadlines/Budgets
- Review/Evaluate



WHY DO I NEED INTERNAL COMMUNICATIONS TOOLS?



reduces
time wasted



facilitates collaboration
across teams



improves efficiency,
clarity and transparency



promotes an engaged
workplace



provides employees
the information
needed to do their job



eliminates
geographic barriers



INTERNAL COMMUNICATIONS TOOLS

- **Collaboration:**
 - Email & Communication Apps
- **Knowledge Management:**
 - Project Management Systems
 - File Sharing
- **Meeting Management**





ACTION STEPS

- Conduct an internal communications audit.
- Identify needed internal communications tools for your organization.
- Draft an internal communications plan.





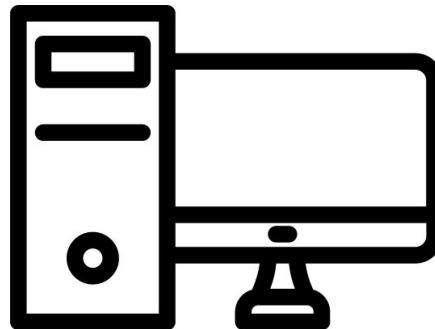
UPCOMING WEBINAR TOPICS

April 20

Managing Risk

May 18

Managing Herd Book / Registry





PREPARATION FOR NEXT MONTH

In preparation for next month's Managing Risk module,

- Familiarize yourself with anything you have in place to help your organization minimize risk.
- Identify your top 1-3 questions or concerns related to risk management.



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QUESTIONS



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THANK YOU!

We hope to see you on **April 20th**
for risk management training.

*Additional questions? Email
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