

CORE CURRICULUM

Whether you need help in a specific area – or want a day-long or multi-day session, Spitfire will put together a training tailored to your specific needs. Here’s a peek at some of the core curriculum we offer. Don’t see what you are looking for – or not sure what you need? Give us a call and we’ll design a program that’s just right for you.

❖ **Smart Chart 3.0® Communication Planning Tool**

Offering a practical approach to developing winning communication programs, Spitfire’s Smart Chart guides participants through the choices they need to make to put a successful plan in place while ensuring strategy drives tactics. One of our most popular sessions, the Smart Chart training teaches participants to use the tool to put a communication strategy in place. Participants come away with the outline of a solid plan and strong skills and strategies for developing additional communication plans down the road.

❖ **Discovering the Activation Point®**

People say they care about your issue – so why won’t they do something about it? Spitfire helps bridge the gap between awareness and action by offering tips, strategies and even some scientific evidence to engage and activate your audience.

❖ **Communicating in a Digital World**

Facebook and Twitter? Email? Analytics? Where do you start? Spitfire offers an in-depth look at the six areas that are essential to a strong digital strategy: listening, websites, email, social media, outreach, content creation and staffing. This session will help you decide how much time to invest in each of these areas. Participants leave with clear next steps for strengthening the impact of their digital outreach. Click [here](#) for information on more digital trainings.

❖ **Identifying Target Audiences and Messaging**

Knowing who you are talking to and what that audience cares about is critical to any successful communication effort. Learn how to target audiences that can help move your issue, understand their values and craft messages that will resonate with their interests. Participants get a chance to put their new messaging skills to work and get feedback from the trainer. They leave with not only new skills but also a message platform they can use for a current program.

❖ **Opposition Messaging**

Anyone pushing for an issue or policy is bound to face opposition from the other side. When it comes to a strong communication strategy, it’s true that the best defense is a strong offense. Arguing on the opposition’s ground can take you off message and cause you to double up efforts trying to get back on track. However, a planned strategic response can easily redirect the conversation – or inoculate you from attacks altogether. Learn how to anticipate and respond to opposition more effectively using Spitfire’s handy opposition message box to map your opponent’s arguments and plan your response.

❖ Planning to Win™

Whether you want to pass a law, win popular support for an issue or organize a boycott, Spitfire's Planning to Win Guide™ offers a step-by-step process to help you chart where you want to go, the best route for getting there and what to expect along the way. Participants come away with a solid understanding of how to put a winning campaign in place.

❖ Get Your Board On Board

A vibrant, engaged board of directors can offer organizations expertise, visibility and access. Spitfire offers tips for turning your board into a powerhouse resource. In this session, we address effective board communications, messenger training and strategic deployment.

❖ Measuring Impact

"Can anyone hear me?" Learn how to assess whether your communication efforts are paying off. Spitfire offers strategies for evaluating your communication efforts and making mid-course corrections when needed to ensure you reach your goals.

❖ Order in the House

To ensure audiences outside your organization understand your message, you need to make sure everyone *inside* the organization is on message. Spitfire offers tips for improving internal communication to have greater external impact. We also review strategies for evaluating internal communication capacity, prioritizing activities and determining when and how to bring in outside help.

❖ Telling Your Story

Storytelling is a uniquely powerful tool for connecting with your audience and inspiring action. Learn how to craft and deliver compelling stories that work in a variety of platforms – from media to presentations to digital communication to direct audience outreach. Spitfire also offers tips for creating a storytelling culture within your own organization.

❖ What's Your Spiel?

How do you describe your organization: is it short and sassy or a long and winding road? At some point, we all have to describe what it is we do. Whether at a party, a meeting or a presentation, it's important to be prepared to offer a tight, compelling explanation of your work and why it's important. Learn how to sum up what you do and why it matters in a way people will understand and remember.

❖ Policymaker Outreach

Whether they are a target audience or direct decision maker, engaging policymakers can often amplify the impact of your work. This introductory session explores the three questions that can lead to successful policymaker outreach: *Who do we start with? What do we ask for? What's the best way to capture a policymaker's interest?* Participants build strategies for creating productive, lasting relationships with policymakers – while staying on the correct side of the lobbying line.

❖ **Extreme PowerPoint Makeover**

Great PowerPoint presentations begin with strong content. During this introductory session, participants learn to ground their presentations in their overall communication strategies. We also cover the four elements of effective presentation design. Participants leave the session with a plan for developing a new presentation or revamping an existing one. For advanced PowerPoint users, Spitfire offers PowerPoint 2.0. In addition to the four elements of effective presentations, we take a deeper dive into strategic use of animation, videos and infographics.

❖ **Writing for Results**

An introductory piece, persuasive tool, cheat sheet and calling card rolled into one – the one-pager is the Swiss Army Knife of collateral materials. Spitfire offers tips for crafting an effective one-pager while giving participants time to work – and get feedback – on their own pieces.

❖ **Gaining Media Coverage in a Changing Landscape**

With a constantly changing media landscape, keeping up with the latest trends – and knowing how to keep your issue front and center – is critical. Learn how to make the most of traditional media opportunities – print, radio and television reporters – as well as new communication vehicles, such as social media and bloggers. Then develop strategies for making the coverage you do generate go further toward supporting your goals.

❖ **Media Interview Training**

Put your best face forward when it really counts. This highly interactive session ensures participants are prepared for even the toughest interview. Participants practice delivering messages in a simulated interview format – then work with the trainer to critique their performance. Armed with tips and strategies for improving their interview skills, participants try again until they nail it.

Just for Foundations

❖ **From Big Ideas to Big Change**

For foundations looking for help integrating strategic communication into their program change strategies, Spitfire offers From Big Ideas to Big Change. Designed for program and communication staff, this session highlights the role communication plays in helping foundations achieve their goals. Participants explore how communication can support their work, how the foundation's voice fits into this strategy (if at all), the role of grantees and other partners, and how to measure the impact of communication efforts.

❖ **Storytelling for Philanthropies**

Stories are a powerful way for foundations to advance their own work and that of their grantees. However, there is a big difference between reading bullets from a slide and telling a good tale. After taking a good hard look at how foundations are using stories, Spitfire shares best practices from the field and offers philanthropies tips for creating a storytelling culture and linking storytelling to impact.

To learn more about our learning opportunities, contact Dennis Poplin at 202.293.6200 x226 or Dennis@SpitfireStrategies.com.

