

# How listening to your audience will help more people listen to you

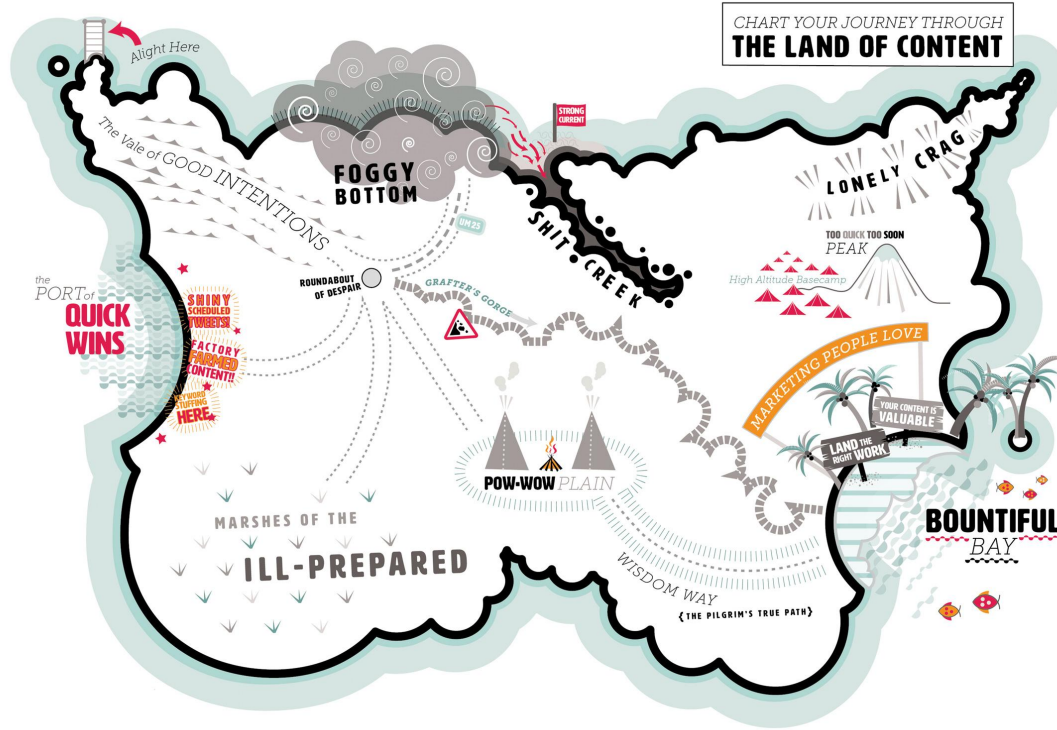
For Friends Provident Foundation grant holders | 30 November 2017

# What we'll cover together

- Plot your location on the marketing and comms map
- The role of listening in the Friends Provident Foundation rebrand project
- The benefits of a listening approach
- How to implement a listening project

*"Listening is a powerful act. You have to put yourself out to do it."* David Hockney

# Where are you now?



# Why rebrand?

“We wanted to raise awareness and shift our audience’s perceptions of the Foundation from where they are today to achieve our new strategic intentions and make a greater impact for the future.”

To do this, the Foundation needed a strong and coherent brand identity that really captured who they are and better reflects the values they stand for - a brand that embodies a new positive energy capable of changing hearts and minds.

# What would success look like?

We are aiming for a clear, inspiring story and visual identity which helps us move hearts and minds.

There will be a simple message at its core with the whole team engaged and connected through the process.

We will feel we have captured the emotional connection with our audiences.

This will be the foundation point for all our communications/marketing. To be authentic it must be reflected in what we do in practice.

This project is our opportunity to evolve our brand identity to achieve this vision and thereby make a real difference to the creation of a fairer UK economy.

# Three stages involved

1. Research and discovery
2. Defining your visual language
3. Implementation - building your toolkit

# People we listened to

Staff

Trustees

Grant holders

Allies and Influencers

# Key pillars and values

**Fix the root cause**

**Many small changes add up to big change**

**Radical with a trustworthy face**

**Appeal to heart and head**

**Pioneering**

We are brave. We support bold ideas. We speak truth to power.

**Egalitarian**

We strive for equality. We treat people with respect. We welcome ideas from everywhere.

**Curious**

We are open-minded. We ask questions to inspire big thinking. We are positive.

**Rational**

We are clear thinking. We are balanced. We are logical.



# The power of listening

- Listen for story
- Listen for strategy
- Listen for tone of voice
- Listen for content ideas
- Listen to support change

>> For clarity, consensus, connection - and greater impact

# Persona exercise

PERSONA NAME	
Their role?	
Why are they ideal audience for you?	
Names of real people who fit this profile?	
What do you do to support these people? Support/services you provide?	
Why are they in contact with you? What's their goal?	
What challenges do they face?	
Top 5 questions on their mind?	

# Putting this listening process into action

1. Agree your goals and list of contacts to call
2. Create questions, call them, listen hard - NB: record their words verbatim
3. Look for clues and patterns in their answers to shape your communications and strategy

**Thank you.**  
**We wish you luck with your communications**

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