

# PUBLIC COMMUNICATION SPEECH

Event: Grainfield Developments Inc. Meeting

Speaker: Alex Menard

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*Begin Presentation [slide 1 – Title Slide]*

*[slide 2 – “Who’s telling our story?”]*

Who’s telling our story?

Currently... it isn’t being told by us.

Our story is being told by people who don’t have complete facts.

This means people are only hearing half-truths... and sometimes not even that.

As we know... the talking point of Prairie Vista Estates hasn't been overwhelmingly positive so far and there hasn't been much of an effort on our part to correct any of the misinformation.

How can we expect people to be on our side when they don't have all the information?

Here's how we can communicate with them and take back our story:

*[slide 3 – “Why Communicate”]*

Grainfield Developments Inc. has created stunning parks and helped build a handful of communities and business parks that contribute to this cities landscape.

By being open with the public and being transparent with our efforts... we can increase credibility and trust... create meaningful community relationships... and regain control of our public image.

*[slide 4 – “Building Credibility & Trust”]*

Building credibility and trust starts with being transparent.

Prairie Vista Estates has a lot to offer the people of its community... but it does mean unknown and unexpected changes for them too.

Being honest can help ease some of their worries... and hopefully erase some of them completely.

Right now... they likely feel their concerns are being ignored which will only fuel the fire.

Many people see transparency... even in negative situations... as a sign of trustworthiness.

It gives people the idea that we have nothing to hide... which we don't.

What they don't know right now could change their minds entirely.

Building credibility and trust is the first step to creating a relationship with the community.

*[slide 5 — “Building Community Relationships”]*

Why should we create meaningful community relationships?

Creating meaningful community relationships will allow us to become trusted category leaders.

According to *Insights Success*, one of the most important reasons for Public Relations is creating meaningful community relations.

It goes hand in hand with the credibility and trust we just talked about.

The more people trust our brand... the less risks we'll face in the future when we begin new developments in other communities.

Gaining relationships with community members opens the door to rebuilding and strengthening our reputation.

People who trust us are likely to spread the word of their trust... and the brand will become associated with more positivity and less of the uncertainty we're currently faced with.

This brings us to a point where we can take back control of our public image.

*[slide 6 — “Regaining Control of Public Image”]*



So how do we take back control?

By bringing forward the other half of the truth.

By saying nothing... we've allowed rumours to run free and false narratives to be created.

Taking back control of our public image is necessary in building a brand that leads over its competitors and prevents future crisis.

Showing our audience the many positives and benefits that Prairie Vista Estates will bring gives them a chance to decide how they feel with all the facts presented... rather than unanswered questions.

Without providing all the facts... we don't give ourselves the chance.

The development has so much to offer the community... we might as well share it.

Here are some of the aspects we should be communicating to our publics:

*[slide 7 – “What to Communicate”]*

The homes already built by Grainfield Developments Inc. in other communities are high quality homes with hundreds of success stories attached to them.

These homes allowed communities to grow and thrive... which is something we should be sharing with the public so they can imagine what it will be like for them.

People are afraid of losing what they currently have.

We can show them that the new community will be home to 9 acres of protected forest managed by the RM and filled with walking paths for them and their families to enjoy for years to come.

Lot sizes are decreasing because of government regulation which we know has been a sore point for many.

We can reassure them this is government regulated and that it will help increase the sustainability of the community.

Communicating these aspects of our development will show residents the many positives that come alongside the building of Prairie Vista Estates... disproves some of the current rumors... and builds a foundation for building a relationship with the community.

*[slide 8 – “Communication Results”]*

What will we see as a result of our communication?

Credibility and trust are likely to result in more positive reviews from clients and decreased hesitancy from community members.

Once those points are established... we can create a relationship with our communities which in turn will give us a more positive reputation and brings us ahead of competitors who chose to stay in the background.

Finally... taking back control of our public image means we will receive more positive publicity and have a better hand in controlling the narrative by providing our side of the facts from the very start in the future.

*[slide 9 – “Let’s tell our story.”]*

We have two choices... Let other’s dictate our story or tell it ourselves.