Good communications that lead to great partnerships

Steve Fisher
Northern Territory Workshop
15th August 2019
Two important questions for TIS workers in talking about their work to other people:

Why should you be interested in what I am telling you?

How do I get you interested?
We need to be engaging.

What does that look like? Here are two examples:

https://www.youtube.com/watch?v=_ryYsz1YDW4

The classic ‘Elevator Pitch’
(Mary G’s ‘the room that goes ping’)
How it works

The idea is to be disciplined enough to get your message across to someone in a lift before it reaches the 7th floor.

Who you are
Name and organisation

What you do
What TIS does in your area

Why audience should engage with you
Why is this important to the other person
<table>
<thead>
<tr>
<th>Ways of practising the pitch for TIS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vision Pitch</strong></td>
</tr>
<tr>
<td><strong>Question Pitch</strong></td>
</tr>
<tr>
<td><strong>Twitter Pitch</strong></td>
</tr>
<tr>
<td><strong>Pixar Pitch</strong></td>
</tr>
<tr>
<td><strong>Client-led Pitch</strong></td>
</tr>
</tbody>
</table>
Tips for writing an ‘Elevator Pitch’

• Get attention: think relevant, not recent

• Learn about your audience

• Be specific

• Focus on skills-base

• ‘Connect the dots’
Partnerships for Tackling Indigenous Smoking

**What we can offer**
- Connection to community
- Expertise on tobacco related topics
- Resources for quit support and prevention

**What we can gain**
- Amplify our messages
- Expertise on other topics
- Greater ability to deliver resources

and more…
The value of partnerships

Partnerships enable us to:

- Incorporate diverse thinking and values
- Share workloads and resources
- Develop new service models
- Access new people to work with

[QLD government & CheckUp Australia]
Types of partnership

Continuum based on:
• Commitment
• Change required
• Risk involved
• Levels of interdependence
• Power
• Trust
• Willingness to share turf

Networking
Coordinating
Cooperating
Collaborating
Ingredients for success

- Open, quick communication
- Clear purpose
- Mutual commitment
- Enthusiasm from both sides
- Add value for both partners
- Respect
- Patience
- Careful planning

[QLD government & CheckUp Australia; VicHealth 2011]
Thanks for participating.