

PINCH · POINT

communications

How to communicate effectively with your community

22nd September 2022

pinchpointcommunications.co.uk

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Pinch Point Communications

Our work

1. Provide senior level counsel and strategic advice to organisations preparing for, or going through, an issue or major change.
2. Research, prepare and develop communications strategies to support change.
3. Implement communications plans on complex issues to ensure cohesion of messaging across different platforms and coordinated outcomes.

We have deep knowledge and experience in independent school sector.



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Our sector knowledge



THE
LOUGHBOROUGH
Schools Foundation



HARROW
SCHOOL



Bristol
Grammar
School



ST JOHN'S COLLEGE
SOUTHSEA



Thetford Grammar School
The small, friendly school that gets results for individuals.

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Effective Communication: Whose job is it anyway?

- Governance
- Leadership
- Culture

- Breadth of understanding
- Awareness
- Visibility

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What are the different kinds of issues?

The Cobra

Suddenly pounces: unexpected – or is it?

The Python

Slow burning: starts as an issue, then threatens to be a crisis

For schools:

Historical issues, or sexual abuse, racial abuse, LGBTQ+, alumni, poor communication with parents, teachers' pension changes, M&As, student suicide, student accidents, drugs, inappropriate use of social media, bullying, political pressure, charitable status.

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Prepare for the worst and hope for the best

Company reputation worth £1.7 trillion to the UK but quarter of companies and organisations ignore it

28%

Who on your board owns reputation?

- Trustee/Governor
- Head
- Independent view



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Effective Communication: How to plan?

Be Prepared

- Take professional advice
- Reputation is a serious business
- Establish all the questions & as many answers as you can
- Remember the impact of change on reputation
- Restoration, not promotion
- Remain calm and reasonable
- Always get press enquiries in writing

“Although all catastrophes have an initial negative impact on value, paradoxically they offer an opportunity for management to demonstrate their talent in dealing with difficult circumstances.”

Sedgewick/Oxford University report

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Best practice examples

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Top Ten Tips

1. Find out what people **really think** of you
2. Take **professional** advice when you need it
3. Recruit a trustee/governor who **understands the value of 28%**
4. Get your **own house** in order
5. Values and behaviours = foundations and need to be shared and lived by everyone
6. The power of **third party endorsement**
7. Have a **plan**, update, review, change
8. Leadership v management
9. The devil can be in the **detail**
10. **Roses** need careful attention

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Thank you

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