

## **Nuggets Day 2**

What you don't say

Constraints to collective action

Mean well and know well

Political intention - who actually rules

dis noise from signal

historical context

strategic communication

human nature resists change → battle for vision/definition

stakeholder perceptions are your reality

stakeholders are the center of communication strategy

spend as much time on analysis as you can

iceberg is everywhere

communication does not just happen

dramatic ent

managing expectations