

# Communicating thought leadership – (or making known what you think, believe and why it's important) 10<sup>th</sup> Sept 2014

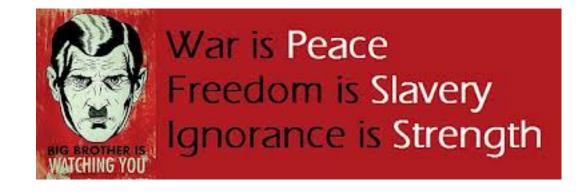
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? Totalitarian ideologies
Sinister
Negative and controlling

Sheep & shepherds





Engaging with the media & sharing thoughts





## 4Ws&H

Why do it?
When to do it?
How to do it?
What to do and what not to do?
Where to do it?



## Why do it?

- Gaining voice
- Sharing your knowledge widely
- Widely known for particular thoughts, views and areas of knowledge
- Representing and enhancing your discipline
- Enhancing reputation university, to peers, students and prospective students, your own
- Moral imperatives

'growing strawberries
with rhubarb entirely
(without) manure'



# Engaging with the media...

- When to do it?
  - Thinking
  - Sharing
  - Thinking hard!

- How to do it?
  - Pragmatism
  - Be comfortable





## What to do and what not to do?

### WASH!

- Write about what you know about (normally!)
- Always be prepared
- Say it simply
- Have a core message to get across and break it down into two or three things you want to say

#### Be BAD!

- Beware of journalists
- Adopt a think skin
- Don't miss an opportunity



#### Some examples:

http://www.communitycare.co.uk/2010/05/11/social-work-courses-may-face-axe-as-inspections-go-public/http://www.huffingtonpost.co.uk/professor-jonathan-parker/the-riots-the-pms-speech-\_b\_927613.htmlhttp://www.theguardian.com/social-care-network/2014/aug/19/social-work-myanmar-burma-model



