SHARING YOUR MESSAGE
IDAHO COMMISSION FOR LIBRARIES 5.3.17
Because

- Messages delivered anywhere are received everywhere

- The more that people hear a consistent, cohesive message, the more people will understand and support your library and its impact

- Being on the same page conveys a sense of confidence

- Strong message delivery comes from practice
Where We Share
Exercise: Who Are You?

- Scenario: Community member at a public event asks you…
  
  "Who are you?  
  What do you do?"

- Stand
- Face the Room
- Answer in < 30 seconds
The Golden Circle

By Simon Sinek

- **WHAT**: The products you sell or services you offer.

- **HOW**: The things that make you special or set you apart from others.

- **WHY**: A purpose, cause or belief. The very reason you exist. Why you get out of bed in the morning.