

The Challenge of Recognition October 21, 2010

Introduction

There is no magic recipe ...

- Recognition has a price...
 - it has to be earned...
 - it must be deserved ...
 - it has to be maintained ...

- a) It is not by accident that it takes work to obtain and from the evidence, it is built on good ideas, good activities, and good promotional tools...

- b) Communicate. Be pertinent. Be heard. Be understood. Be recognized. This is both the privilege and the duty of people, groups and associations. Every group wants its place in the sun but only one will win. How do we get there?

- c) The present workshop is an invitation to think, to go beyond what we already know, to sniff out great media strategies and the media champions

Part 1 – What is Recognition?

- a) Recognition – of a person, an organization, a brand

- b) General recognition by the public

- c) Reputation

- d) It is measurable with a survey that asks people what they remember of you after hearing your message. We speak of notoriety, recognition; spontaneous or aided... this implies that the person must hear the message before replying.

- e) We can calculate the rate of recognition by percentage of the population that is targeted; the brand or the service given. The measurement of this recognition equals the number of people who spontaneously recognize the 'brand'

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Some quotes:

"Notoriety may note your presence; fame is when your absence is noted." Georges Wolinski

"A certain type of notoriety may poison all sorts of relationships". Michel Polac, *Extrait d' Hors de soi*

"Doctors: Fame will proclaim their successes; The earth underneath their feet buries their mistakes." Francis Quarles

"Fame is dangerous; its burden is light to lift, hard to bear and difficult to put down."
Hésiode, *Extrait de Les travaux et les jours*

"Fame is the messenger of indifferent lies and truths." *Extrait de La Jérusalem délivrée*

"Having a good reputation is better than being known for your riches." Benserade, *Extrait de Ballet de proverbes*

"Your good reputation remains dormant; a poor reputation runs wild." Russian Proverb

"Noble and mysterious triumphs; no eye may view: fame holds no value; no trumpet will blast a salute." Victor Hugo, *Extrait de Les Misérables*

Part 2 – Why desire fame? How does it help?

Notoriety is a concept central to marketing. It is the first link in a sequence of actions that govern the behaviour of a consumer. Here are some basic concepts in marketing:

1. Notoriety; (knowledge of the existence of the product or service)
2. Utilisation; (buy the product or service)
3. Satisfaction; (product/service meets the expectations and more (added value))
4. Repetition; (the desire to use the new product or service to find satisfaction.
(building loyalty))

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Why do we want to enhance our reputation?

1. Why add to the number of people who integrate a 'brand' that they evoke spontaneously? This will add to the probability that will translate in to the final choice of the brand.
2. To bring a brand or a name to the summit, top of mind, first thought.

Part 3 – Where are the committees in this process of attaining notoriety?

A) What are the targets of the user committees?

1. **Honda- Molson- Cottonelle** = (publicity aims for immediate sales and consumption)
2. **Toyota (*massive recalls*) – Maple Leafs (*listeriosis*) – Youth Protection (*dramas that touch children*)** = (publicity that is targeted toward rebuilding confidence in the brand or service)
3. **Breast Cancer societies – Children's Wish Telethon – Red Cross** = (publicity that is geared toward having immediate memberships and financial contributions) for a social cause.
4. **Youth help lines – Health phone lines – Vaccination Campaigns** = (publicity geared to having the public use the services of the Health and Social Services network.)

B) Where do the user and resident committees fit in?

The messages and the communication channels are the following

- 1) **Universe of the direction of establishments?** (Directors general, cadres in the establishments, personnel overseen by this management. etc)
- 2) **Universe of legal representation?** (Lawyers- union officers, etc)

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B) Where do the user and resident committees fit in? (continued)

3) The world of politics? (Politicians- Lobby groups - Associations- Provincial Regroupements, etc...)

4) Universe of service to the population? (SAAQ, CLSC, medical clinics, youth centres, health care establishments in the Reseau SSS in their entirety etc ...) - The committees must situate themselves in this universe.

C) What notoriety means to the user and resident committees:

That the users and residents of the health and social service network:

- 1) **Know** about the existence of your committee;
- 2) **Know** the identity of the people to contact to be able to communicate with your committee as well as the coordinates to reach them;
- 3) **Know** that you will be able to explain to them their rights and recourse if they wish to file a complaint ;
- 4) **Know** that you are able to transmit to the users all the information that could be helpful to them so that they have a better understanding of the functioning of the establishment and its services offered;
- 5) **Know** that you have a legal function to gather and communicate all statements of satisfaction and complaints to managers, the board of directors and the vigilance committee of your establishment;
- 6) **Know** that you are able to help to defend their rights by making the necessary representations to the directors of the establishment;
- 7) **Know** that, at their request, you could accompany them in all steps necessary if they wish to present a complaint.

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Part 4- Preliminary challenges for user committees:

- a) The challenges associated with being part of a **team** (with the health of the establishment as the primary goal);
- b) The challenge to be sure our **contribution** is properly directed;
- c) The challenge of being **known and recognized**;
- d) The challenge of being **credible**;
- e) The challenge of being **coherent**;
- f) The challenge of having a certain **savoir-faire (know-how)**;

Some suggestions:

1. Negotiate an agreement with your establishment to be able to establish a regular postal 'connection' with the user/residents and their families;
2. Produce a journal (between 4 & 6 issues per year) – have the residents who are able to do so, contribute to it. (Put in place an editorial committee – help where necessary);
3. Produce a DVD distributed to users – residents - families- that promotes the work of the committees. The DVD can serve as a recruitment tool – can serve as a teaching tool – which can help other committees...
4. Make sure that the people who represent patient interests on the Board of Directors and the Vigilance committees of your establishments are well trained;
5. Organise activities around interesting speakers, humorous and pertinent - invite families - produce an annual program - repetition and consistency build credibility;
6. Use local journals to reach users spread throughout the territory;

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7. Put in place an activity of recognition to support the efforts of someone who has made a contribution to the defense of the rights of users;
8. Have a plan of action based on activities related to your functions and telling people about them;

Some more suggestions:

9. Be sure that your annual report speaks about your functions: oversee that rights are respected and publicise that at all levels;
10. If possible, invest in the closed circuit television system in your establishment;
11. Use the suggestion boxes that are identified for use by your committee and inform users of the solutions found;
12. Get in touch with a communications firm; (ATTENTION at all times ... you are masters of your own fate!!!)

Part 5 – Strategy: The COMMUNICATION PLAN

Who? (Spokesperson: the decisional body as the moral person where from come our champions)

Say what? (Message: adapted to the targeted public, respectful of our communication links and of our mission)

To whom? (Public to be served: identify to whom we are speaking ... it differs from one establishment to another... and to have connections to other areas of the committee plan.)

How? (Medium: it is easier)

With what effect? (Results: be ready to measure and evaluate)

The entire process requires patience and tenacity.

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CONCLUSION:

There is no recognition or notoriety without...

- a) A product to offer...
that responds to a real need ...
and in which we believe...
- b) a brand image...
- c) shared values...
- d) recognized methods of functioning...
- e) a concerted plan...
- f) credible spokespersons...
- g) quality and passion in response to the question:

What exactly are you doing?

Coherence + knowledge = credibility

Credibility = Recognition
World of service

Recognition x Visibility = Notoriety

To be a respected partner... be heard... and be capable...

Remember what we are and what we are there to do

*We must think...
Then act...*

*Be careful with our words...
Communicate them well...*

*Listen to the reply...
And be ready to be inspired...*

*Here are some keys...
To achieve credibility...*

English Workshop