



### 3. Communicate effectively

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A key element of success in any large project is to communicate effectively, both within the Organization and with one or more external audiences. This needs careful planning and a lot of preparation.

**3.1. The new brand, logo and website ?** The Centenary was an opportunity for Scouting to present one public image to the Movement. A new brand logo was adopted and the seven websites of the World Organization of the Scout Movement (the central website and six regional websites) were migrated to a single site with a common image. This strengthened the image of "One World, One Promise" and helped Scouts, leaders and the external community to see the strength in both the unity and the diversity of the Movement.

***Be bold and be prepared to make the big changes that will have an impact.***

**3.2. Gifts for Peace Database ?** How do you effectively share information on national Gifts for Peace projects from over 100 countries that will do justice to the interesting and exciting work that Scouts are doing to contribute to peace in their local communities? This was the challenge in sharing the Gifts for Peace projects. Each National Scout Organization could develop presentations, leaflets, posters, etc., but how could these be shared easily within Scouting and with our partners and the wider community. The answer was to develop a database linked to a website. This was developed and project information and photographs were added. The database facility has enabled the projects to be categorised, which provides interesting statistics. The information on each project could also be retained and developed. Presenting the projects on the website has also encouraged more National Scout Organizations and local level Scout groups to get involved. Furthermore, the software used to develop the Gifts for Peace website and database has benefited other projects, and was actually used to develop the new scout.org website.

***Maximise the impact of your communications by using a means of communication that will reach as many people as possible.***

**3.3. Appoint a Champion ?** Effective communication is always a challenge and requires a clear plan with constant monitoring and review. It is important that everyone takes responsibility to communicate but with large, long-term projects it is useful to have a "Champion" ? someone who will be an advocate for the project, keep it on peoples' agendas and facilitate networking and linking aspects of the work.

Ideally this should be a person of status, who is a member of a committee or a group outside the direct management of the project. Unfortunately, no champion was appointed for the whole or any part of the Centenary of Scouting. Members of the World Scout Committee and Regional Committees, together with members of the World Scout Bureau staff, took the

responsibility to promote the Centenary whenever possible. This was very effective within the Movement, however more may have been achieved externally if an appropriate "champion" had been appointed.

***Be strategic in enlisting the support of others.***