

COMMUNICATION SKILLS – Visual Awareness

1) NAME AND DESCRIPTION OF THE TOOL

The Visual Awareness (VA) tool is very simply a camera. This can be any type of camera. The point is that “a picture is worth 1,000 words”, and with a picture we will try to let everyone know about entrepreneurship and why it is a necessary part of the modern world. We will target people on the company level/local level, national level, and international level. Our mission is that by using this tool, the process of communicating with the local, national, and international levels awareness through visualization will build a stronger public understanding of entrepreneurship.

2) OBJECTIVES OF THE TOOL

VA hopes to give an inside look into the work of entrepreneurs and their offices by using daily communications. Awareness requires openness, and this will be made by utilizing social-media platforms and expanding the entrepreneur’s web presence in order to provide VA regarding their activities to increase public knowledge of their work.

3) CONNECTION OF THE TOOL WITH THE ENEMY

Entrepreneurs are different from the ordinary worker- they approach common problems with open minds and unique solutions. This is often lost on the “public”, and so the term “entrepreneur” remains a buzzword with little meaning for many people. By publicizing the work of an entrepreneur, having open and frequent communication, and mainstreaming their work through videos, pictures, and visual materials, VA can illustrate the entrepreneur’s tasks and open the public to a deeper understanding of what the entrepreneur is doing for society’s benefit.



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4) RESOURCES & MATERIALS

A person, a camera, and a web platform are necessary to conduct a VA campaign. The person does not necessarily need to be a trained photographer. But they do need to have a passion for pictures and a strong knowledge of taking pictures with a purpose. In connection, the person does not need to be a social media “guru”, but they do need to understand the basics of common social media platforms and understand how to build a following to utilize the potential benefits of VA.

5) IMPLEMENTATION OF THE TOOL

- Step 1: Weekly Planning: 1 hour. This should take place in the form of a meeting between the VA expert, the writer, and the management/entrepreneur. The long-term goals for communicating information should be discussed and reiterated, along with a weekly plan. The weekly plan should consist of a five-day sketch with particular activities for each day. The “activities” should utilize specific platforms, and part of the weekly planning is determining which platforms on which days to build consistency in posting and strengthen the communication channels.
- Step 2: Daily Planning: 30 minutes. A review of the weekly plan should tell the VA expert which platforms to post on, what visual material should be posted, and what to add to posts (i.e., tagging people or organizations). All that is left is for the VA expert to consult the plan and carry out the work.
- Step 3: 30 minutes: A daily review of visual materials posted from the previous day should be checked and data recorded to indicate what was the public reaction to posted visual materials, as well as any interactions with local, national, or international partners.
- Step 3, 15 minutes: A weekly log reflecting completed activities and data should be devised and submitted to management/entrepreneurial staff. Descriptions of VA materials which were “posted” throughout the week should also be included, as well as brief indicators stating which material was most popular, etc in order to strengthen communication strategies.



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6) WHAT TO LEARN

The educational benefits of this tool can be achieved on three levels- company-wide, nation-wide, world-wide. By “company-wide” it is implied within the company and on the local level. Employees and the local community will have access to the social media photography projects of the entrepreneur and get an “insider look” at what is being done within the entrepreneur’s space. When the public understands that this is a work with meaning, it is possible that affinity will grow in connection between the local community and the business employees and the entrepreneur and their job. Nationally, the entrepreneur can attract the attention of other entrepreneurs in the same or similar areas, as well as interested individuals who support the nature of the entrepreneur’s particular mission. This allows for network-building. Internationally the idea is similar with national networking. Except the scope of activities is bigger, and so allows the entrepreneur to develop the business itself, as well as their own skills. The general point is that constant and open communication builds affinity and a connection between all targeted parties, and thereby builds a community-feeling and fosters connections.

