



Creating a Communication Toolkit

Welcome!

Introduction to Communication Theory and Best Practices

- ▶ How We Process Information
- ▶ Effective Communication

Media Effects

Social cognition research is built upon two underlying principles:

- ▶ Sufficiency
- ▶ Accessibility

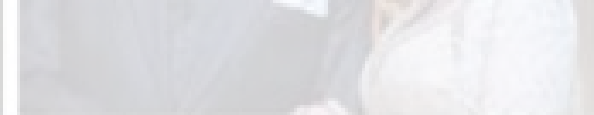
Media Effects

The presentation of information shapes our perception

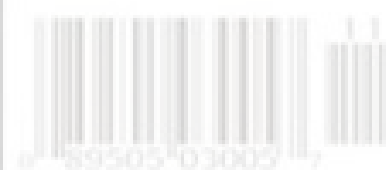
- ▶ Constructs & Activation
- ▶ Vividness
- ▶ Framing
- ▶ Social Learning & Perceived Relevance
- ▶ Trust

Media Effects

- ▶ Cognitive Bias
- ▶ Echo Chambers
- ▶ Group Think



Donald Sutherland and Amanda Drew in "Trust." OLIVER UPTON/FX



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SOURCE: Centers for Disease Control and

Energized Fla. students keep the pressure on

One month later, their movement is growing

Christal Hayes
USA TODAY



Giant, hungry African snails oozing trouble in Havana

Tracey Eaton
Special to USA TODAY

SOCIAL MEDIA OUTPACES PRINT NEWSPAPERS IN U.S.

up and have become advocates who say they won't stop until their demands are met.

Between school walkouts — a nationwide one is planned Wednesday — letter-writing campaigns and marches planned in every state, a new generation has taken the reins in the debate about firearms, gun violence and school safety. And they say this is just the beginning.

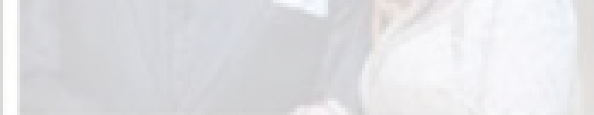
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Corin and about 20 others, who rally around the message of #Never Again, have seemingly surprised everyone. Last month, the students were huddling under desks as a gunman terrorized their school. Now, they're

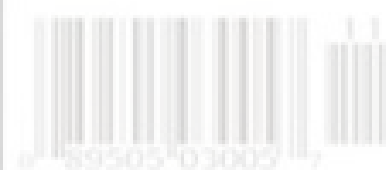
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said James Coupland, an entomologist in authority
on invasive snails.

Giant African snails can transmit disease and have damaged crops in Florida, Georgia and other states. Florida has tried several times to get rid of the snails, starting as far back as the 1970s. Posters urging residents to report snail sightings warned: "This is

Pew Research Center, 2018

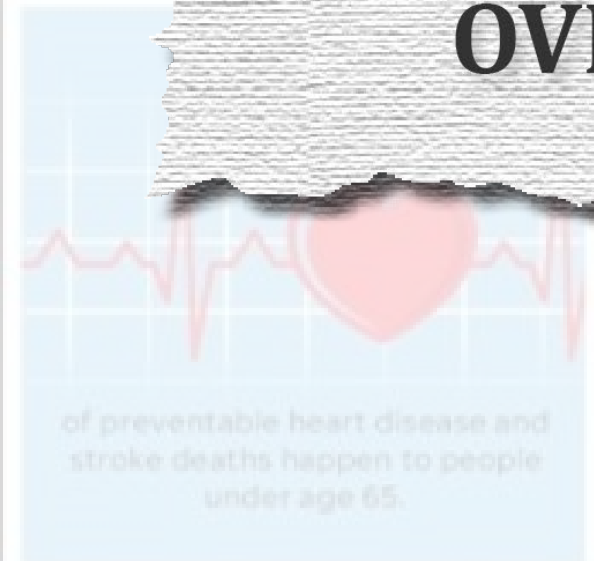


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PEOPLE WHO READ FACEBOOK HEADLINES OVERESTIMATE THEIR KNOWLEDGE

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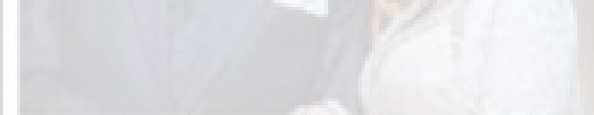
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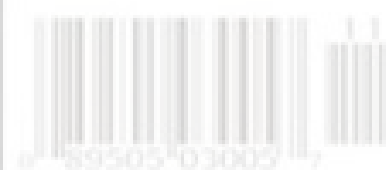
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PsyPost, 2019



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HAVANA — Giant African snails are

THE EMERGING CRISIS IN CRITICAL THINKING

USA TODAY



SOURCE: Centers for Disease Control and

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Communication Best Practices

- ▶ Understand Your Audience
- ▶ The Medium is the Message
- ▶ Be Authentic
- ▶ Utilize Strategic Communication Plans
- ▶ Stick to Brand Guidelines
- ▶ Seek Out Strategic Partnerships
- ▶ Increase Communication During Transition Periods

Survey Results

Building Institutional Buy-In for Habitat Survey

Created: 08/07/2019 | Modified: 09/09/2019

185

Responses

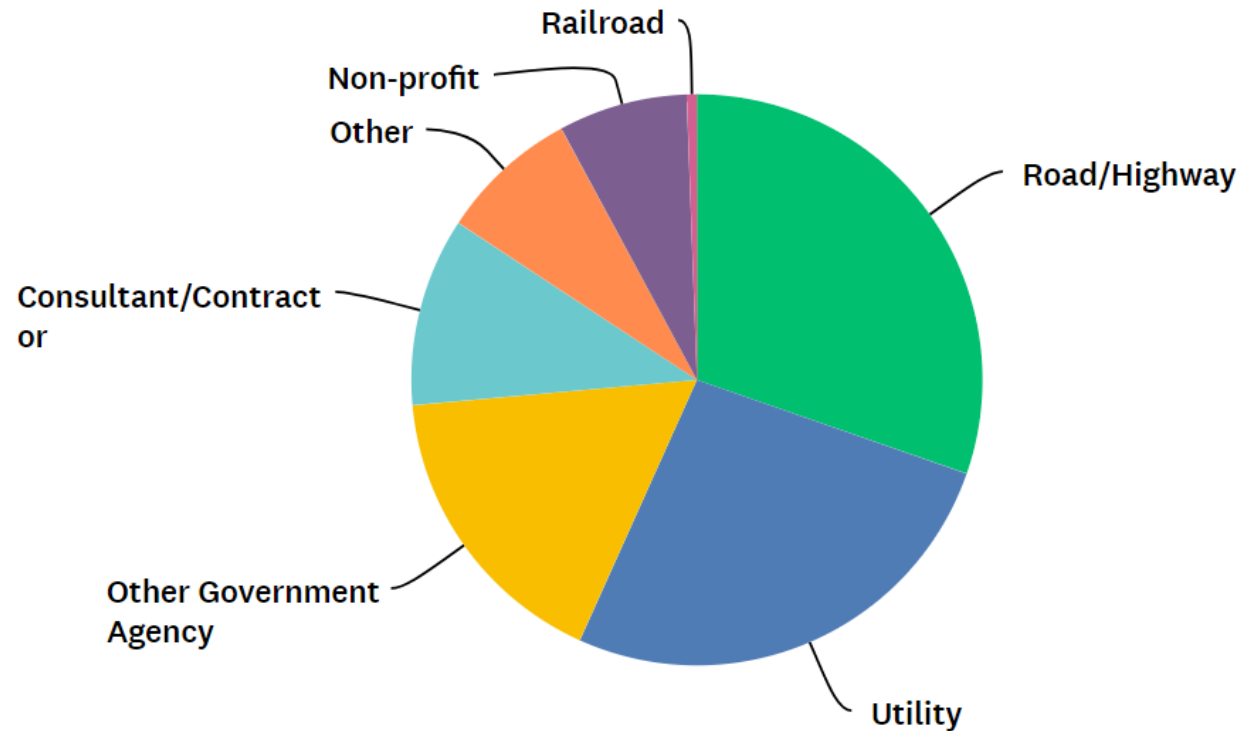
71%

Completion rate

6 mins

Typical time spent

Demographics

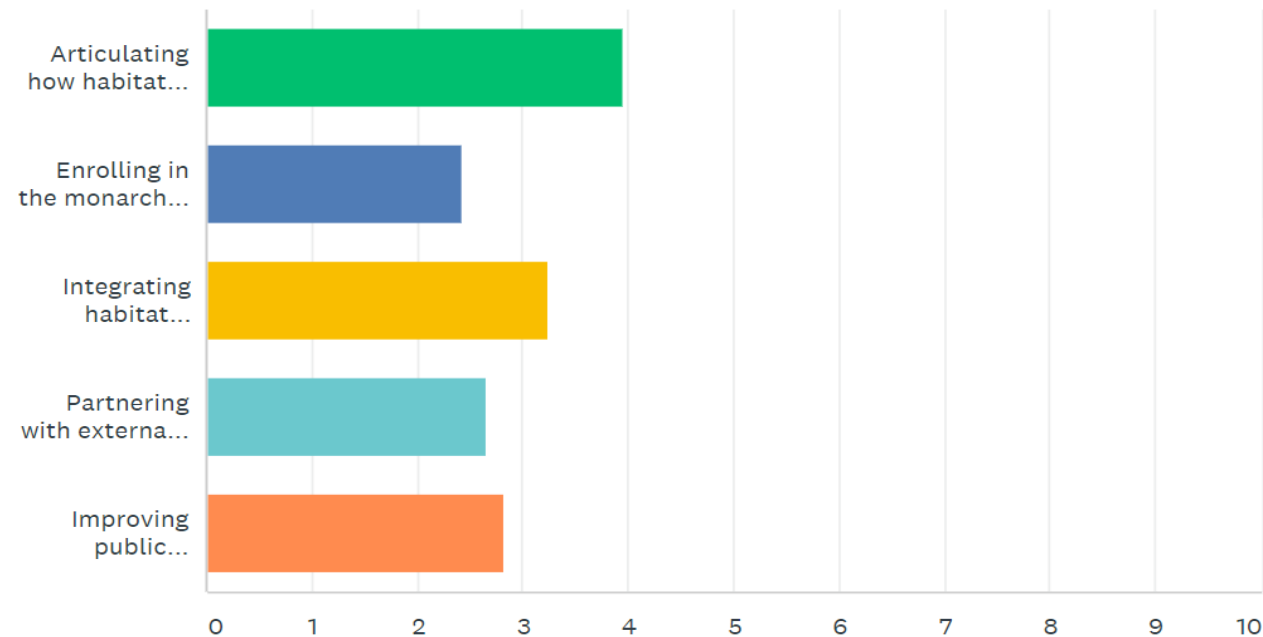


- ▶ Road/Highway – 30%
- ▶ Utility – 26%
- ▶ Other Gov. Agencies – 17%
- ▶ Consultant/Contractor – 11%
- ▶ Other – 8%
- ▶ Nonprofit – 7.5%
- ▶ Railroad - .5%

Question 3

For the purpose of increasing institutional buy-in and management support for the adoption of habitat conservation and IVM practices on energy and transportation lands, please rank the following approaches in terms of effectiveness, with #1 being most effective and #5 the least effective.

Answered: 139 Skipped: 46



Question 4

Are there opportunities, other than those mentioned in the previous question, that you feel are valuable in building institutional buy-in and management support for habitat conservation within your organization (or energy companies and transportation organizations in general)?

- ▶ I think it is helpful for peer companies to share best practices to help guide others on how to begin, lessons learned, and perceived benefits as well as build relationships.
- ▶ Effectively demonstrate the balance between increased capital project budgets to implement and the overall savings in O&M in the years to follow.
- ▶ We don't really need to change what we do, just communicate how what we are doing innately enhances habitat and just small tweaks to programs and tracking can help us tell the story.
- ▶ There are still concerns about potential species listings creating additional regulatory requirements. The CCAA is not viewed internally as a manageable method to manage that risk.

Question 5

What barriers do you feel prevent leaders and decision makers at your organization (or energy companies and transportation organizations in general) from supporting habitat conservation initiatives? Choose all that apply.



▼ Low priority compared to other operational needs	80.58%	112
▼ Perceived higher cost/belief that habitat management will not provide a return on investment	78.42%	109
▼ Business as usual/desire to manage vegetation as you always have	62.59%	87
▼ Lack of Awareness	57.55%	80
▼ Concern about additional regulation (e.g., Endangered Species Act)	46.04%	64
▼ Concern that the initiative will not be successful or well-received by the public, employees, and/or other stakeholders	28.06%	39
▼ Other (please specify)	Responses 17.27%	24

Question 5 - Other

- ▶ As a publicly funded utility our cost expenditures must be directly related to providing electricity to customers. We have limitations on how budgets can be spent.
- ▶ There are already budget challenges to maintaining the ROWs in the best way possible. There is no room for increased initial costs unless there is a strong and convincing long-term benefit.
- ▶ Most ROW planners and field personnel lack expertise and experience in this field.
- ▶ It truly is higher costs (not perceived). Short term view versus long term.
- ▶ There is a current desire within our organization to apply a one-size-fits-all approach to habitat implementation.

Additional Thoughts, Questions 3-5

Pollev.com/chrisdeffenb524



In your opinion, what's the best way to articulate how habitat management provides a return on investment?

- a) Focusing on the business problems habitat management can solve
- b) Identifying future opportunities that habitat management will create
- c) Explaining how the benefit of habitat management outweighs the costs and risks
- d) Estimating how much money or how many labor hours it would take to incorporate habitat management
- e) Sharing a fully developed project plan with leadership



Where is habitat management's greatest value found?

- a) Contribution to species conservation and recovery
- b) Little to no added costs from pollinator habitat management practices
- c) Improved public relations and community engagement
- d) Compliance with state and federal regulations

Small Group Work Session #1

Write a 30-second elevator speech: why habitat management makes good business sense

Question 6

What are the most influential routes to communicate to senior leadership and decision makers at your organization (or energy companies or transportation organizations in general) the value and importance of habitat conservation and IVM practices? Please rank the following, with #1 being most influential and #7 being least influential.

- ▶ Internal: Operations/Vegetation Management Depts. – 5.24
- ▶ Internal: Environmental/Sustainability Depts. – 4.32
- ▶ External: Investors and/or Customers – 4.26
- ▶ External: Government Regulators – 4.07
- ▶ External: Peer Organizations – 3.67
- ▶ External: Reputable Community Leaders and/or Conservation Orgs. – 3.46
- ▶ Internal: Communications/Marketing Depts. – 3.10

Question 7

Are there routes, other than those mentioned in the previous question, that you feel are effective in reaching or influencing senior leadership and decision makers at your organization (or energy companies and transportation organizations in general)?

- ▶ Educational PDH programs
- ▶ Public support for change that leads to congressional funding priorities.
- ▶ Getting any leaders of other State DOTs or FHWA that have bought in to reach out to other State DOTs

Additional Thoughts, Questions 6 & 7

How do successful executives learn new skills?

- a) They learn small nuggets of information every day
- b) They condense large amounts of information into memos or presentations
- c) They hire private mentors and coaches
- d) They practice new skills in learning environments
- e) They compete in business war games

Question 8

What types of products would be most helpful to educate and influence leaders and decision makers at your organization (or energy companies and transportation organizations in general) in favor of habitat conservation and IVM practices? Choose all that apply.

▼ Cost-benefit analysis tool	89.06%	114
▼ Case studies from industry peers	82.81%	106
▼ Recognition by government agencies and/or reputable conservation organizations	61.72%	79
▼ Letters or formal requests from customers, investors, or the public	55.47%	71
▼ Published white papers/fact sheets	53.91%	69
▼ Videos and/or prepared presentation materials	43.75%	56
▼ Social media campaigns	30.47%	39
▼ Other (please specify)	Responses 4.69%	6



What are the most effective methods of (professional) persuasion?

Building rapport and
establishing shared goals

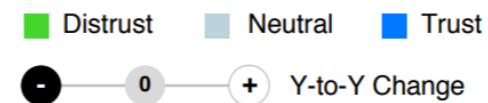
Finding an ally to
persuade/promote your idea

Being persistent with your
message

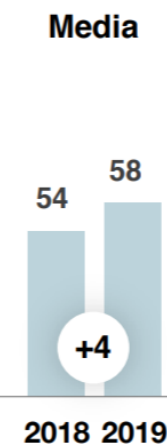
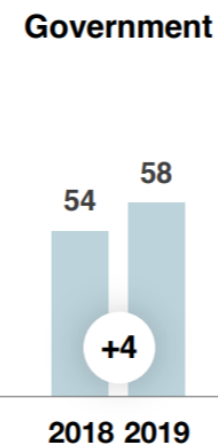
Flattery always works

Creating a sense of urgency

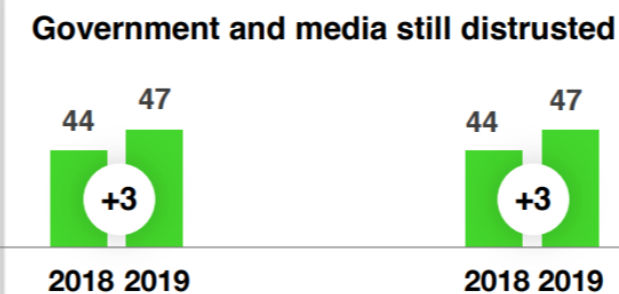
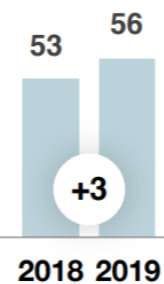
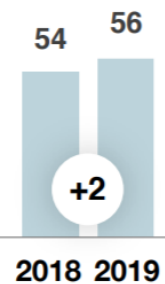
Trust



△ Informed public



▲ General population



Edelman Trust Survey, 2019

Trust Inequality Returns to Record Highs

Informed Public



Mass Population



2017

2018

2019

 Distrust  Neutral  Trust

#TrustBarometer

Small Group Work Session #2

Create a scope of work

Project Management Statistics

70% of organizations have suffered at least one project failure in the past 12 months.

For every **\$1B** invested in the U.S., **\$122M** was wasted due to lacking project performance.

The project management industry is set to grow by **\$6.6T** in 2020.



What do you think is the #1 reason why projects fail?

Team members are poorly
matched to project goals

Poor communication by
the project team

The project exceeds its
scope

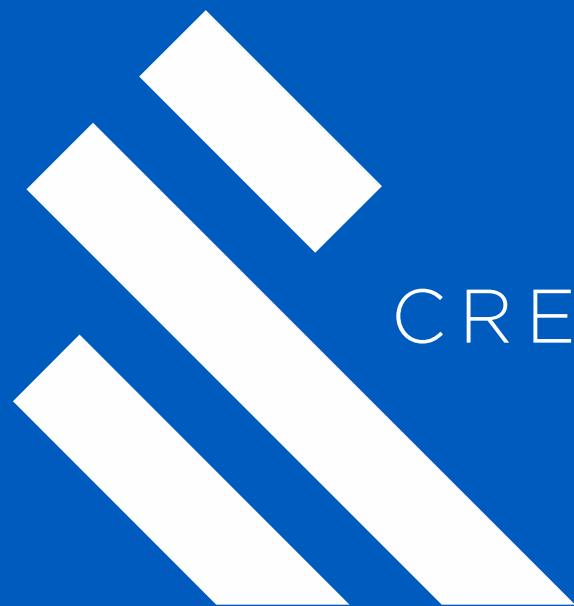
Project managers
underestimate risk

Defining Next Steps

What does success look like?

Thank You!

Q & A



CREATE AMAZING.