Bridging the Gap
communication as a tool

Kushla Morgan
Multiple Stakeholders

Stakeholders often have differing:

• agenda’s & views
• levels of expertise / understanding
• education & experience
• drivers / motivators
• communication styles
Tree Swing Analogy

• Differing viewpoints / drivers can produce different outcomes.
The “Big C’s”
Linking Us Together

Get the message across
– small changes to communication
• See the ‘other side’
• Reach common ground
• Use words with meaning
• Keep It Short & Simple (KISS)
Communication tool box

- Keeping records – good notes, paper trail, databases, photos, letters, reports, ...
- Diagrams and photos not just words
- Site visits not just office based
- Newsletters or similar for keeping stakeholders informed
- Bullet points and graphs for summaries
- Regular phone calls and short emails
Result = Success

- Stronger relationships
- Improved understanding
- Common goals
- Synergy – achieving more with same input
- Happier communities