



Bridging the Gap

communication as a tool

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Multiple Stakeholders

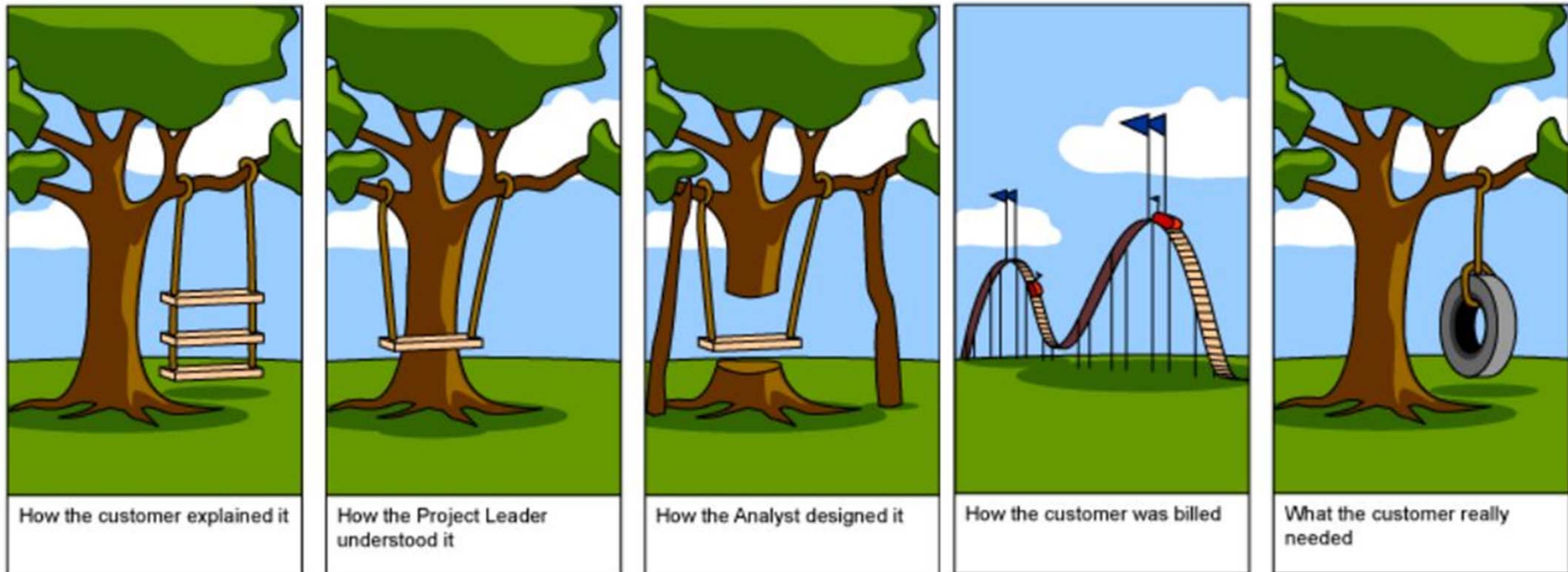
Stakeholders often have differing:

- agenda's & views
- levels of expertise / understanding
- education & experience
- drivers / motivators
- communication styles



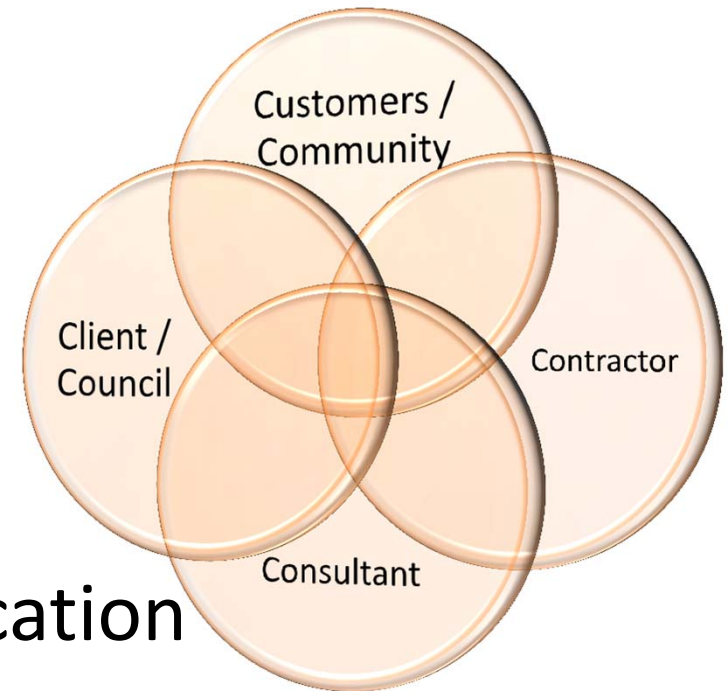
Tree Swing Analogy

- Differing viewpoints / drivers can produce different outcomes.



The “Big C’s”

Linking Us Together

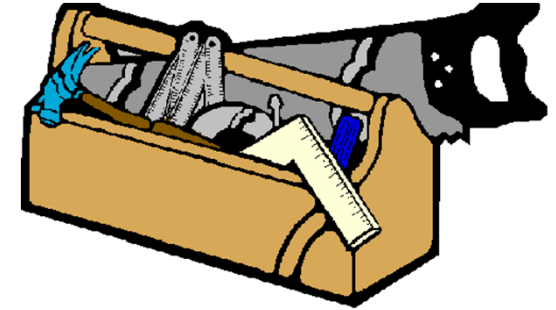


Get the message across
– small changes to communication

- 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

