



# Bridging the Gap

communication as a tool

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# Multiple Stakeholders

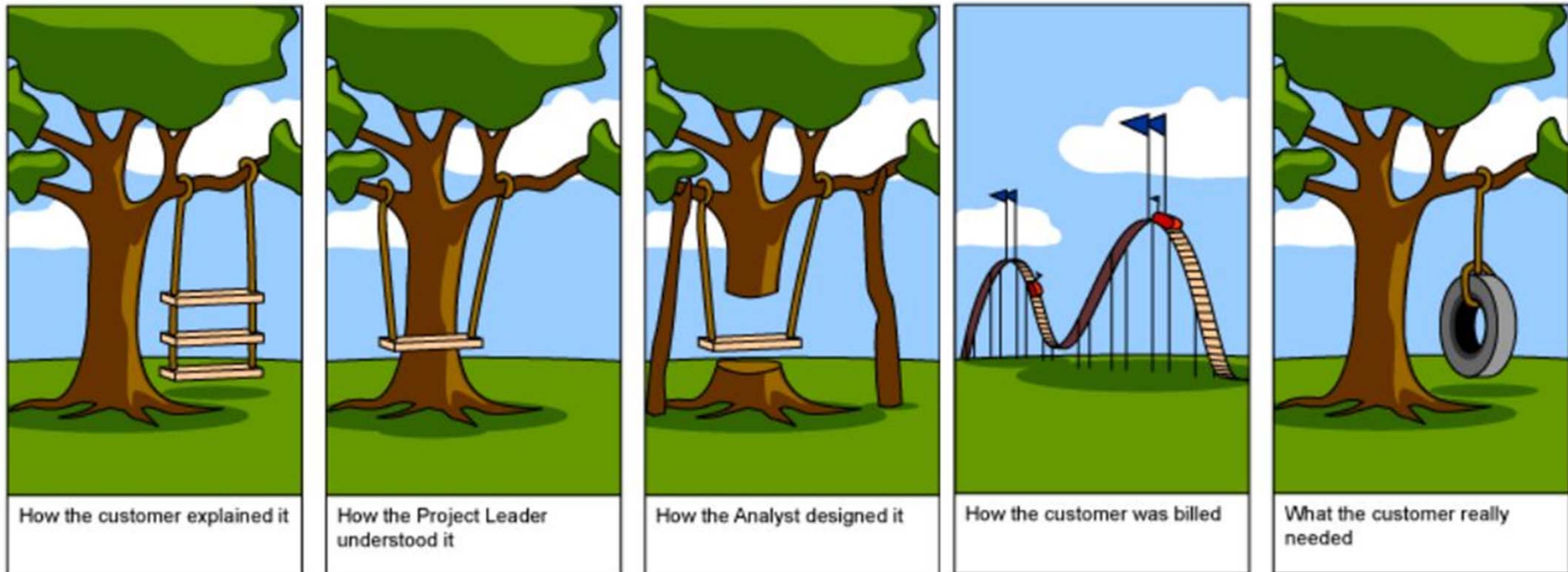
Stakeholders often have differing:

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



# Tree Swing Analogy

- Differing viewpoints / drivers can produce different outcomes.



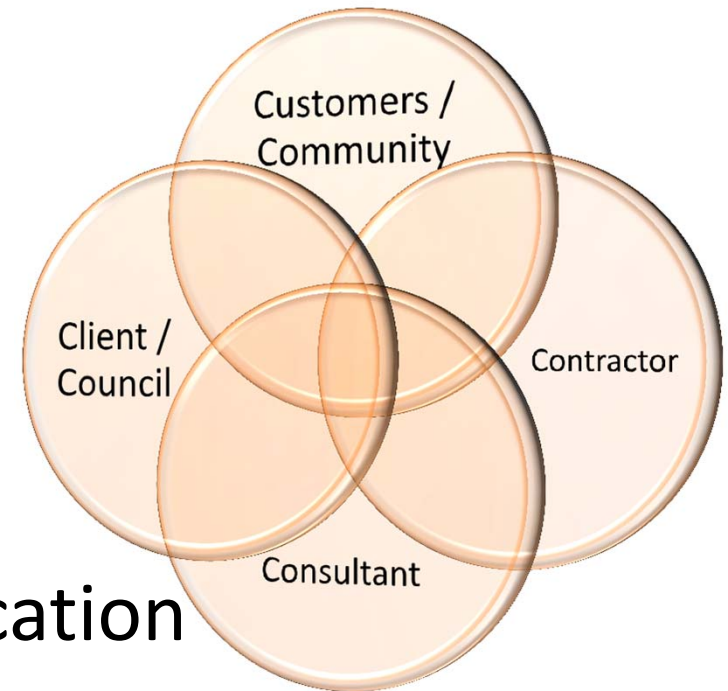


# The “Big C’s”

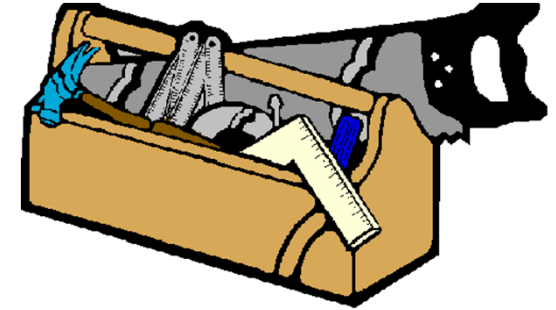
## Linking Us Together

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

