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