



CRC for
Water Sensitive Cities

Cooperative Research Centre for Water Sensitive Cities

PhD Development Workshop - *Engaging with Industry*

Monday 5 September 2016

Bayview Eden (6 Queens Road, Melbourne)

The right words for the right people



CRC for
Water Sensitive Cities

Cooperative Research Centre for Water Sensitive Cities

PhD Development Workshop - *Engaging with Industry*

Monday 5 September 2016

Bayview Eden (6 Queens Road, Melbourne)

Today's aims:

- Who do I want to talk to?
- What do I want them to do?
- What do I have to offer them?
- What makes these people tick?

Tanya's background

- Chemistry major
- PR & marketing units
- Science communication
- Environmental advocacy
- Sustainability Victoria
- Media: print, radio & TV
- Social research
- Science in Public; MSSSI @ UniMelb

This morning

1. The elevator pitch
2. Word watching
3. What makes people tick?
4. Matching the message to the audience

Later: pitch competition scienceinpublic

“When scientists do enter the political arena, they must understand they are **playing to different rules** from those used in science and need to learn the **rules of politics and the media.**

Unless they understand the rules and tactics of policy debate it is like them walking on to a tennis court equipped **only with golf sticks.”**

Peter Cullen

Activity

Sum up your research in
one short paragraph

Communication



Words



Communicator >>> Audience

Terms that have different meanings for scientists and the public

Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	ignorance	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average

What makes people tick?

Key point:

YOU

are probably NOT

'normal'!

What makes people tick?

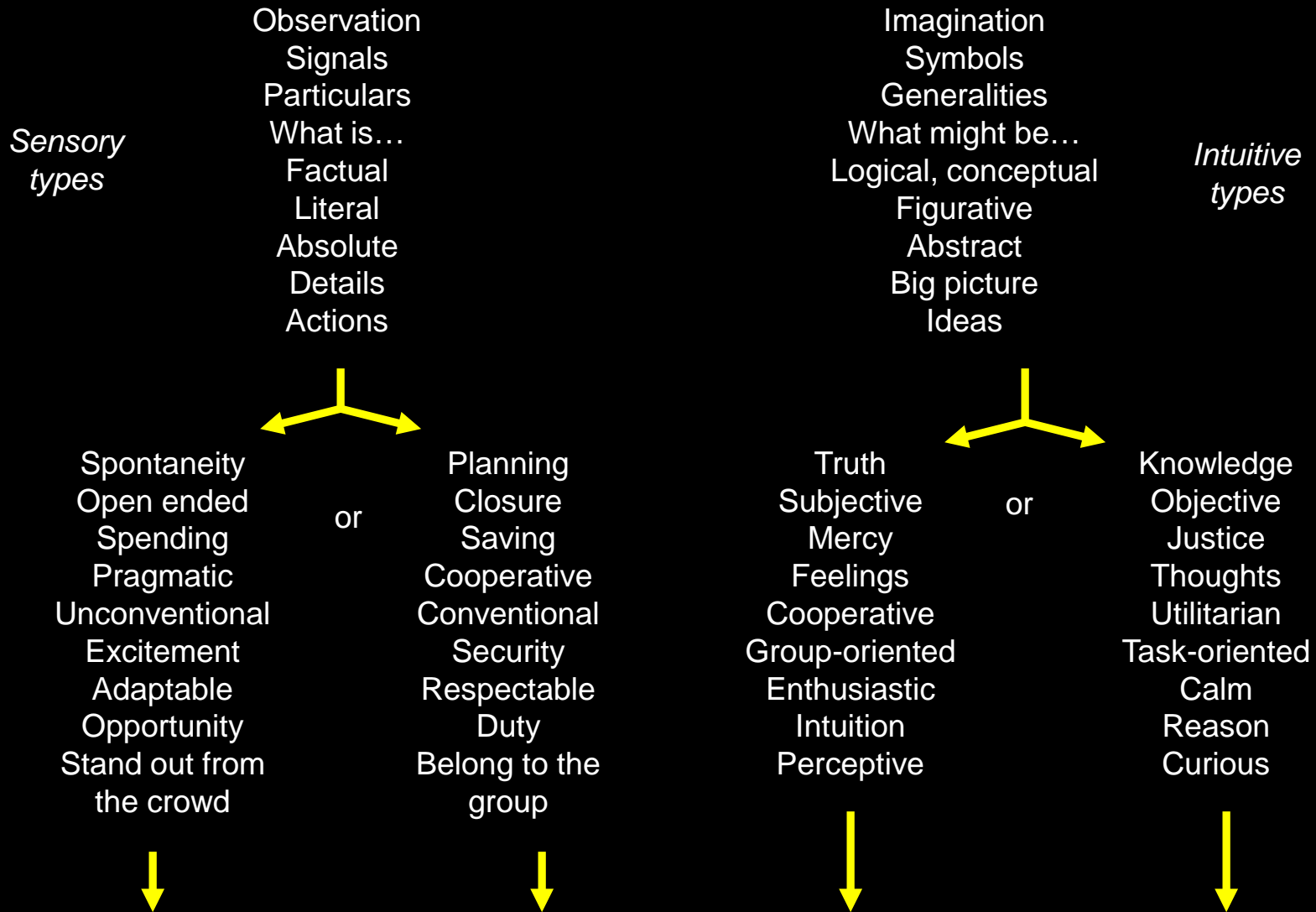
Modern personality theory

- Jung's psychological types

Myriad systems

- Myers-Briggs
- Keirsey Temperament Sorter
- Belbin Team Roles
- DISC profiling

Keirsey in a nutshell





Artisan

Artisans are fun, generous, spontaneous, unconventional, pleasure-seeking, opportunistic, action-oriented and daring. They don't waste time on regret – it's boring and leads to frown lines.

Variations:

- Promoter (ESTP)
- Crafter (ISTP)
- Entertainer (ESFP)
- Composer (ISFP)



Guardian

Guardians are hard-working, loyal, dutiful, law-abiding, sociable, practical, reliable, organised, materialistic and conservative. At their worst they can be judgmental and closed-minded.

Variations:

- Supervisor (ESTJ)
- Inspector (ISTJ)
- Provider (ESFJ)
- Protector (ISFJ)



Idealist

Idealists are compassionate, nurturing, warm, enthusiastic, emotional, complex, empathetic, idealistic and genuine. However, they can also be hypersensitive and perfectionists.

Variations:

- Teacher (ENFJ)
- Counsellor (INFJ)
- Champion (ENFP)
- Healer (INFP)



Rational

Rationals are innovative, curious, independent, utilitarian, inventive, calm, logical, analytical, objective and sceptical. They are sometimes cynical and can have difficulty expressing their feelings.

Variations:

- Fieldmarshal (ENTJ)
- Mastermind (INTJ)
- Inventor (ENTP)
- Architect (INTP)



Why sustainability is relevant to...

Idealists

- Because it's morally right
- Because it's healthy



Why sustainability is relevant to...

Rationals

- Because it makes sense
- The science backs it up (and it's interesting!)
- Show me the rigour!



Why sustainability is relevant to...

Guardians

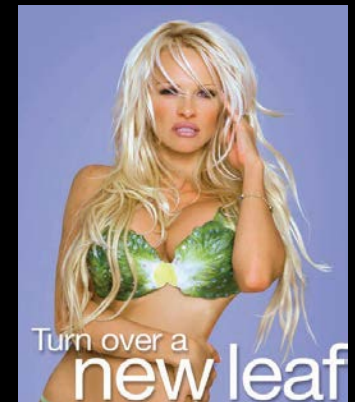
- Save money
- Make your home comfortable
- Ensure lifestyle security
- Good for health
- It's now socially expected



Why sustainability is relevant to...

Artisans

- Opportunity!
- Make money
- It's good business sense
- Green is/was hot!
- Stir the pot and get attention



Activity

Who are your stakeholders?

What is their interest in water sensitive cities?

What's important to keep in mind?

Stakeholders

- water infrastructure and services;
- urban and land use planning;
- housing and land development sector;
- local government;
- state planning and regional development;
- environmental protection.

Tips

- Who is the audience? What do you want them to do?
- Mind your language – avoid jargon and acronyms
- Focus on outcomes, not processes
- Gossip!

Activity

Sum up your research in
one short paragraph