

Presentation to the Carbon Sequestration Leadership Forum Perth October 2012 By John Nayton



The single biggest problem about communication is the illusion that it has taken place

George Bernard Shaw

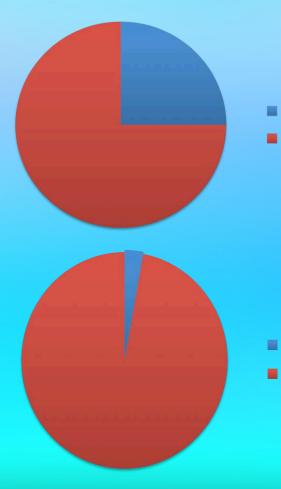


What's the problem?

We've briefed the community already We've answered their questions We've shown them the DVD We've sent out the fact sheets And we have prepared a comprehensive "fact-based" web site



One reason why that might not work



Myers Briggs Personality Tests

- Mine management INTJs
- Others

General community INTJs

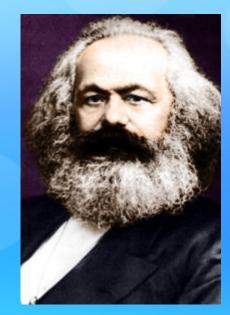
Others



Introverted iNtuitive Thinking Judging

Myers Briggs INTJs are

Ambitious Self-confident Deliberate Long-range thinkers Many end up in engineering or scientific pursuits





What matters in making judgements

To an executive	To stakeholders
Science	Credibility
Evidence	Accountability
Processes	Transparency
Problem-solving	Confidence
Experience	Oversight
Facts	Integrity



Basing judgement on facts

Dockers	Team statistics (per game)	Eagles
211.3	Kicks	208.5
94.8	Marks	94.7
69.4	Tackles	58.5
145.6	Contested possessions	140.8
1.48	Kick to handball ratio	1.39
19.5	Free kicks	22.2

Dockers are clearly a better team



If you deliver "the facts"

Most people wont listen If they listen, they won't understand If they understand, they won't remember If they remember, they won't believe you – because you have a vested interest

Your critics will come up with their own facts – who won the most games, who kicked most goals, that sort of thing. So how should we communicate?

What experience tells us

Three industry and science leaders on effective communication

- Dr Peter Stone, CSIRO
- Dr Erica Smyth, Toro Energy and SciTech
- Stedman Ellis, Australian Petroleum Production and Exploration Association



Effective communication is about -

Trust and credibility Community involvement Talking the community language Being an active listener Long Term relationships

Mostly, our community makes judgements about the quality of the people – not the standard of information



We ask that we're considered and that we're treated with respect

Ray Hortin POWER ENEABBA

