

The fact isn't

Presentation to the
Carbon Sequestration Leadership Forum
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By John Nayton

The fact isn't

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

George Bernard Shaw



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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*



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One reason why that might not work



Myers Briggs Personality Tests

- Mine management INTJs
- Others



- General community INTJs
- Others

The fact isn't

Introverted iNtuitive Thinking Judging

Myers Briggs INTJs are

Ambitious

Self-confident

Deliberate

Long-range thinkers

Many end up in engineering or
scientific pursuits



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What matters in making judgements

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

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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

The fact isn't

If you deliver “the facts”

Most people won't 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.

The fact isn't

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



The fact isn't

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



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The fact isn't

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

Ray Hortin POWER ENEABBA



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