# Effective Communication in a Polarized Era

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# Today's Priorities

- Family

- Community

- Health

# Thank you for your service to others.

# What should *we* do?

# A strategy

- Inform the public


- Means: Education/exposure


- "If we tell them what we know, they will change how they think and what they do."

# Opportunity Awaits…

# A Common Result

# Topics
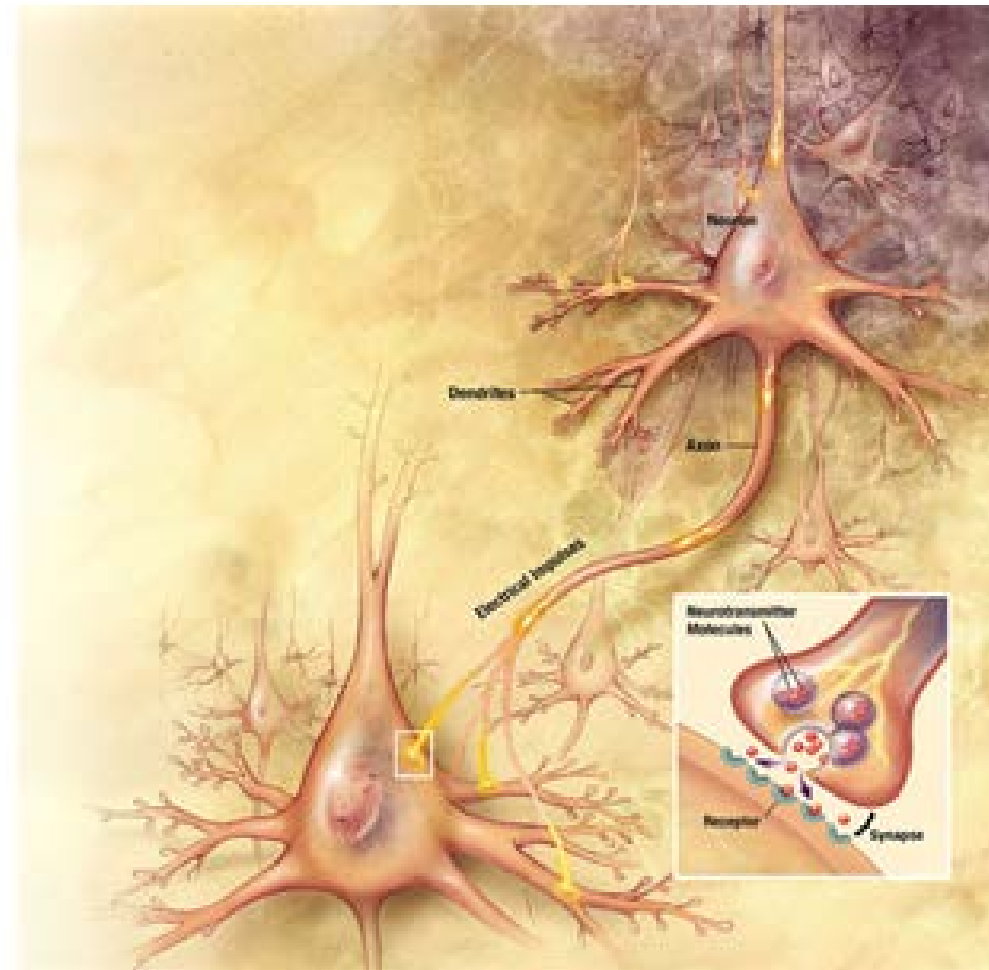
- How do people process information?

- How can we build and maintain credibility?

# Principles

- Human <span style="color:red">attention</span> is extraordinarily limited.

- <span style="color:red">Competition</span> is everywhere.

- Learning requires <span style="color:red">co-production</span>.

Source:
http://blogs.discovermagazine.com/intersection/files/2011/04/
truth_425x320.jpg

# Competition is Growing



- http://static.guim.co.uk/sys-images/Guardian/Pix/pictures/2013/7/23/1374573546005/Pile-of-smart-phones-008.jpg

# how to get attention

- Immediate relevance to core concerns

- Consistent with values

- Actionable

# Principles

- Human attention is extraordinarily limited.

- Competition is everywhere.

- Learning requires co-production.

# A "BREXIT" ERROR

- Brexit is a novel term.

- "Brexit" makes its consequence seem simple.

- REMAIN advocates who used this term helped LEAVE.

# Benefit of "Brexit"





Let's give our **NHS** the
**£350 million**
the EU takes every week

Vote Leave, take control on 23 June

# Benefit of Remaining

# Symptoms of "organization-centered" mindset (Andreasen pp. 41-48)

1. Our mission is inherently good.

2. Customers are deficient
   - They are ignorant and lack motivation

3. Consumers are treated as a mass.
   - "We want to reach everyone…"

4. Competition is ignored.

# Attributes of a "consumer-centered" mindset

1. The organization's mission is to meet the target audience's needs and wants.

2. The customer has perceptions, needs, and wants to which we must adapt.

# how to get attention

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- Actionable

# Opportunity Awaits…