



Gaining Political Mileage *Getting the Message Right*

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Aristotle

Rhetoric

Logos

Ethos

Pathos





15 Seconds to convey a complex message

<http://youtu.be/IRkcFwxbyI>

ADB sponsored TV spot 2006

Should water be free?

Yes. It must be free from pollution and bacteria that cause disease. Free to enjoy without walking so far

I'm willing to pay a fair price for a good water service.

CLEAN WATER HAS A COST

Hone Your Messages

- Hammer out messages collaboratively with team buy-in
- Limit number of messages and keep repeating them

The Rule of Three

Recall

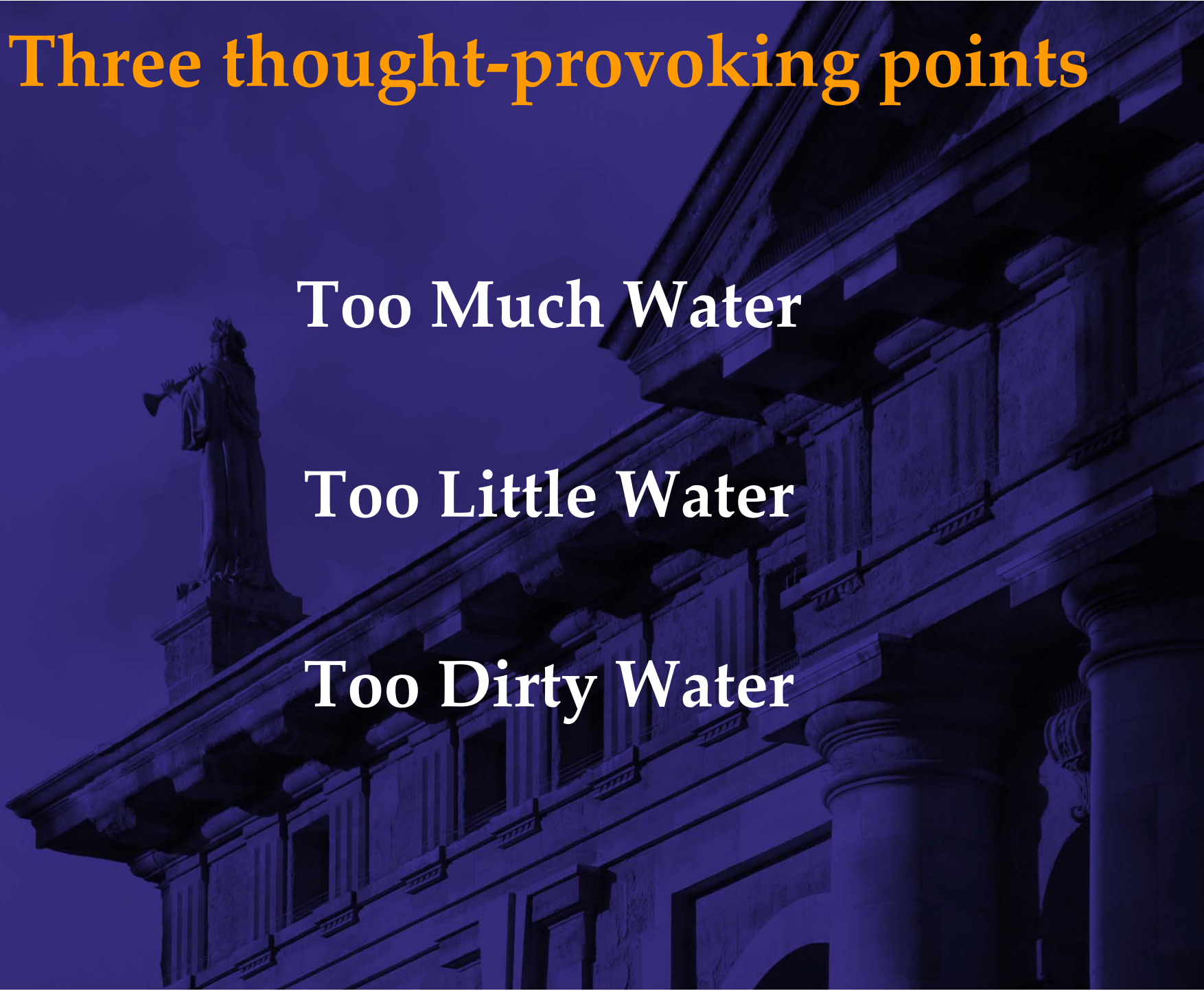


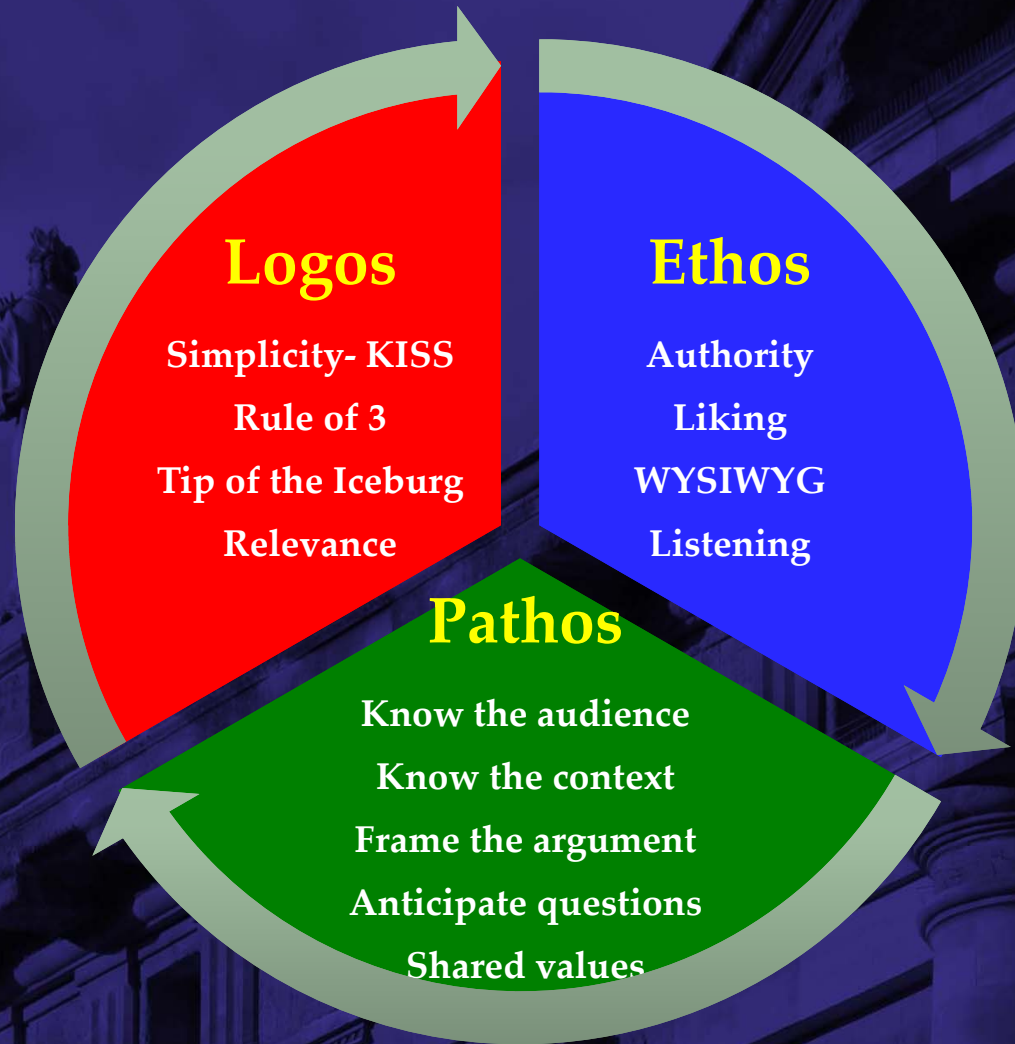
Three thought-provoking points

Too Much Water

Too Little Water

Too Dirty Water

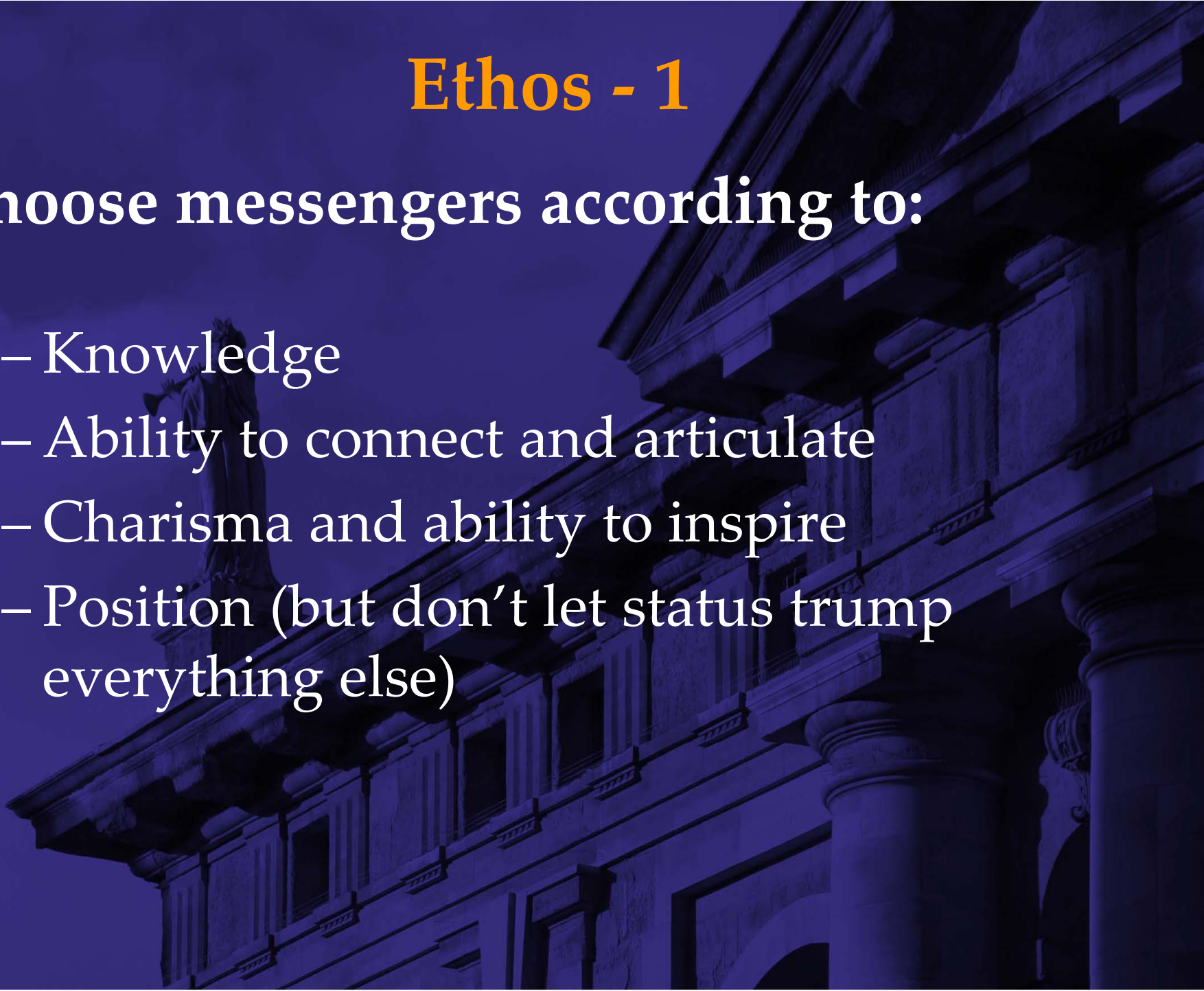




Ethos - 1

Choose messengers according to:

- Knowledge
- Ability to connect and articulate
- Charisma and ability to inspire
- Position (but don't let status trump everything else)



Ethos - 2

Retain communications professionals (internal or consultants) to help with strategies and forms of delivery, but **Avoid slick PR campaigns which lack credibility**

Use your own best people to deliver messages

Use respected third party “validators” to reinforce your credibility

Pathos

The background of the slide is a blue-tinted photograph of a classical building. On the left, a statue of a figure holding a trumpet stands on a pedestal. The building features large columns and a pediment, with the perspective looking up at the structure.

Know your audiences and put yourselves in their shoes

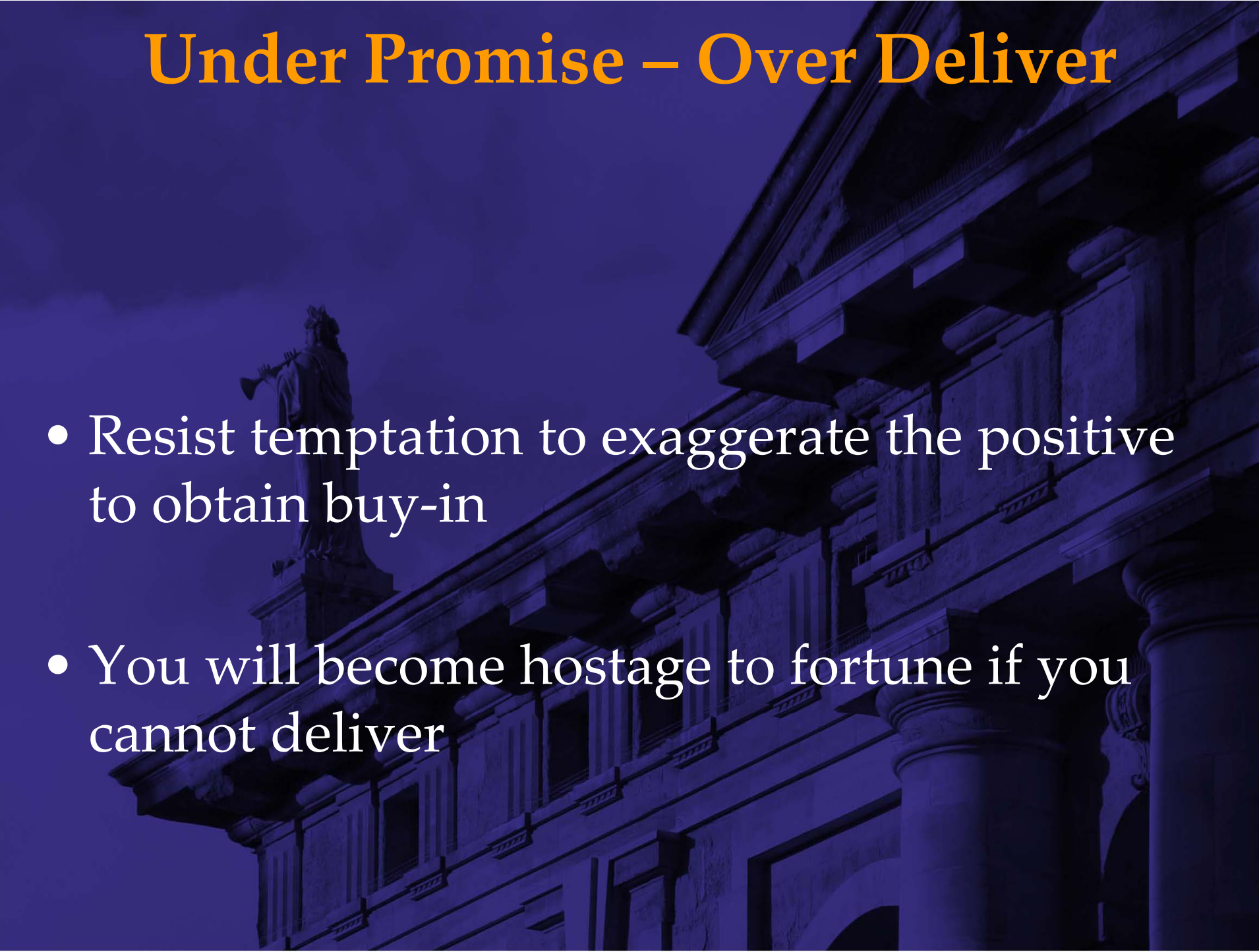
Map interactions among stakeholders and recognise how they influence each other

This should guide strategies to build political support

Keep messages consistent but adjust emphasis for audiences

Under Promise – Over Deliver

- Resist temptation to exaggerate the positive to obtain buy-in
- You will become hostage to fortune if you cannot deliver



Keep the three Rs aligned

Reality



Rhetoric



Reputation

Slogans & Themes

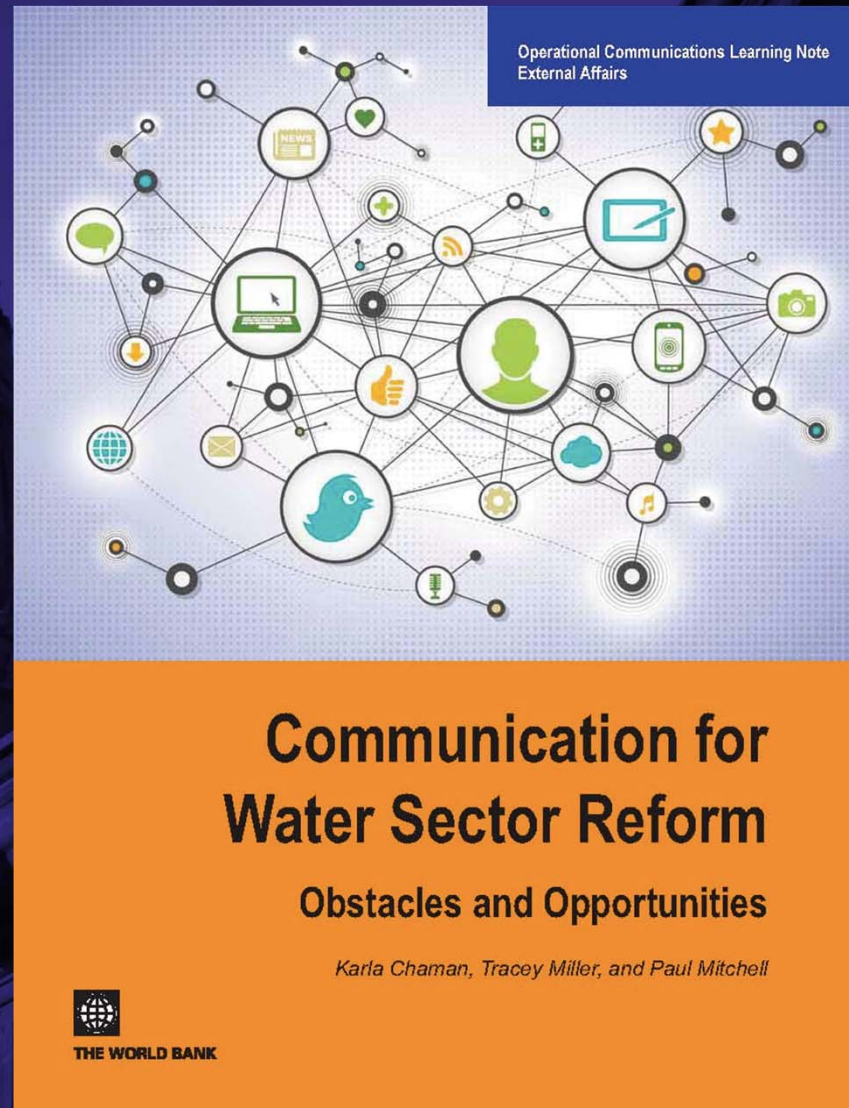


- If you adopt a slogan, test it carefully.
- Think of underlying themes to run through all spoken and printed communications.

.....and when things go wrong

- Get out ahead with full and public disclosure ASAP (within legal liability constraints, but don't let your lawyer bully you).
- Tell the truth
- Be seen to be taking the problem seriously through actions
- Choose best senior credible spokesperson
- Move on as soon as possible with positive announcements

A valuable guidance note



A blue-tinted photograph of a classical building, likely a university hall, featuring a statue of a figure holding a trumpet on the roof. The text "Thank you!" is overlaid in yellow.

Thank you!

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