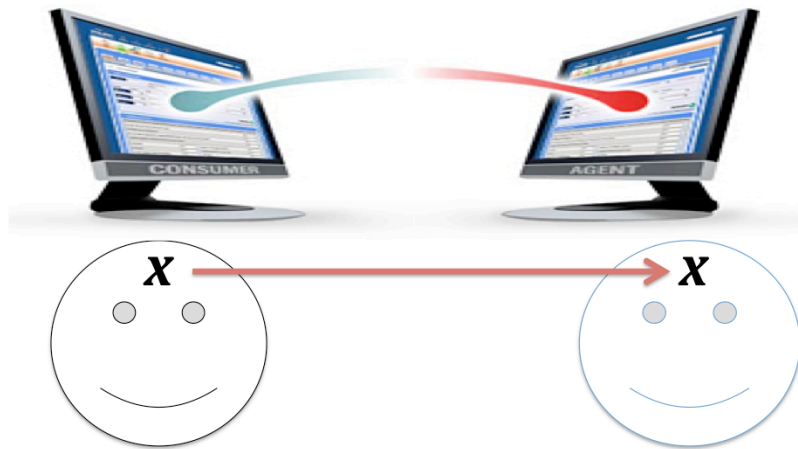


Crafting Compelling Messages

Teresa Erickson
Tim Ward



Knowledge Sharing as Data Transfer



It's difficult to get others to accept
new ideas

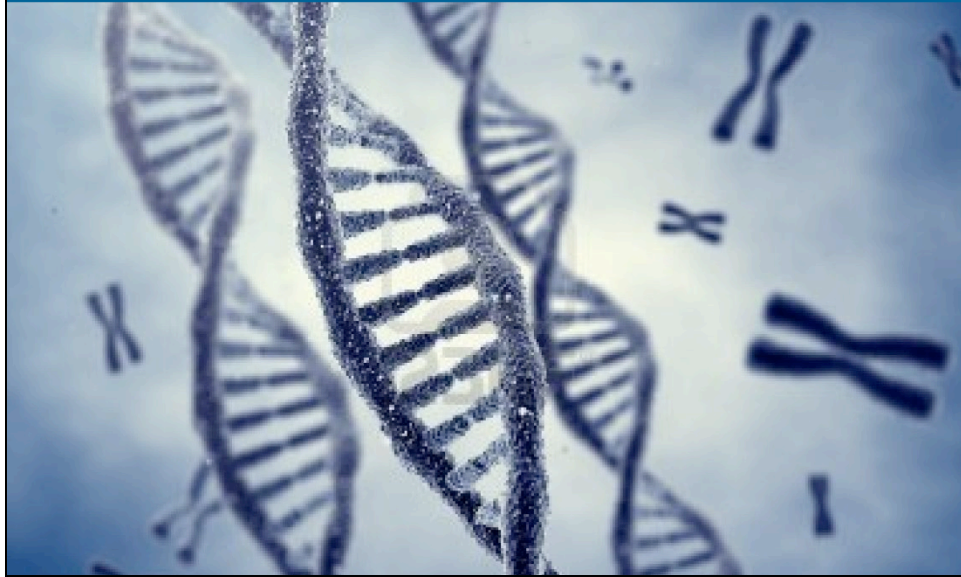


Meme and Message



I'm going to start by saying a bit about a new theory of communications that is the most revolutionary idea I've come across in my career as a journalist, teacher and author...

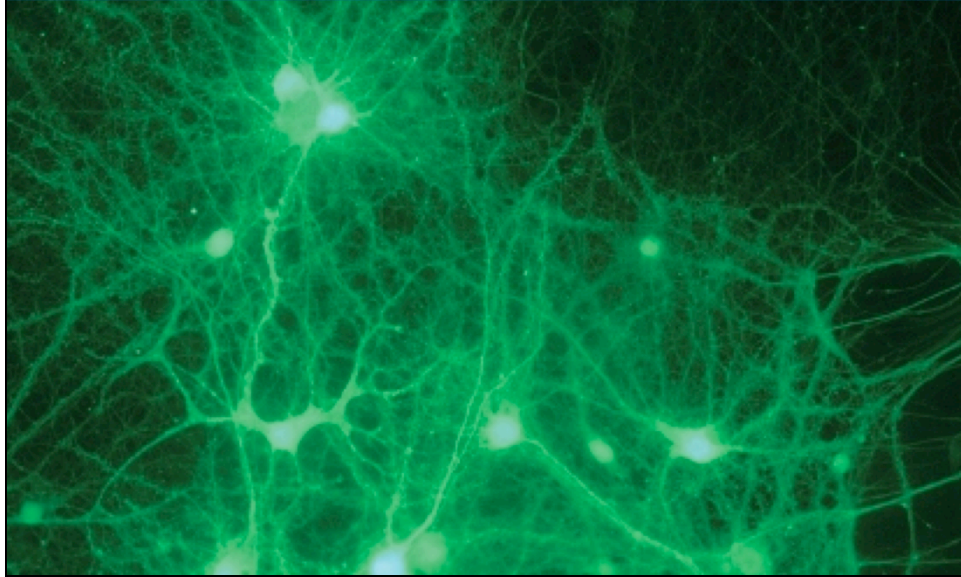
Memes (Ideas) are like Genes



Mememes are like Genes: While genes spread from parent to child, creating change in a population over many generations, ideas spread from mind to mind – possibly overtaking an entire culture overnight.

Two pathways of evolution!

Memes Make Neural Patterns



Genes are information stored and transmitted in patterns of molecules – expressed in physical bodies

Memes are information stored in patterns of brain cells – expressed in mental thoughts.

Insight: ideas have a physical reality in our brain!

Ideas that can be passed on

:)

“carbon footprint”



Think of powerful memes

Development Memes:



- Inclusive Growth
- Capacity Building
- Sustainable Development Goals
- Gender Mainstreaming



Four C's for Expressing Ideas Clearly



1. Be Concise.

- Keep it simple
- Short sentences.

DON'T try to explain everything

IPCC Message



A large fraction of both terrestrial and freshwater species faces increased extinction risk under projected climate change during and beyond the 21st century, especially as climate change interacts with other stressors, such as habitat modification, over-exploitation, pollution, and invasive species.
(key message from IPCC report 2014)



Climate change has put the planet on a path to extinction.

More than half of the animals, plants, and fish that we have now, may be gone forever.

IPCC Message Simplified:



Climate change has put the planet on a path to extinction. More than half of the animals, plants, and fish that we have now may be gone forever.



Client Messages:



IFC:

“Private sector development is stronger –
and the benefits more widespread – when
women are full participants in the process.”

(IFC's Women in Business team)



**WWF Polar Bear
Campaign:**

“No ice - no bears.”



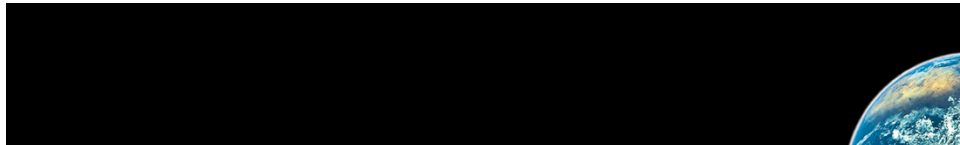
2. Be Concrete

- Use word pictures, be specific


DON'T use unfamiliar jargon, technical terms, acronyms or conceptual words.

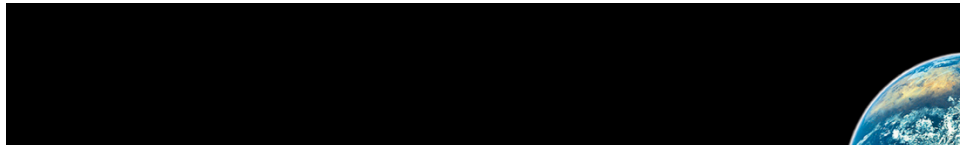


Ask them for some




<u>Conceptual language:</u>	<u>Concrete language:</u>
<ul style="list-style-type: none">• Transport infrastructure• Reduce carbon emissions• Biodiversity• Capacity Building	<ul style="list-style-type: none">• Road• Burn less oil, coal, and gas• Web of life/ Nature• Building Skills & Expertise





- “America’s housing policy is broken. If we don’t fix the foundation, it’s only a matter of time before it collapses on all of us.”
(Bipartisan Policy Center)



Ask them for some

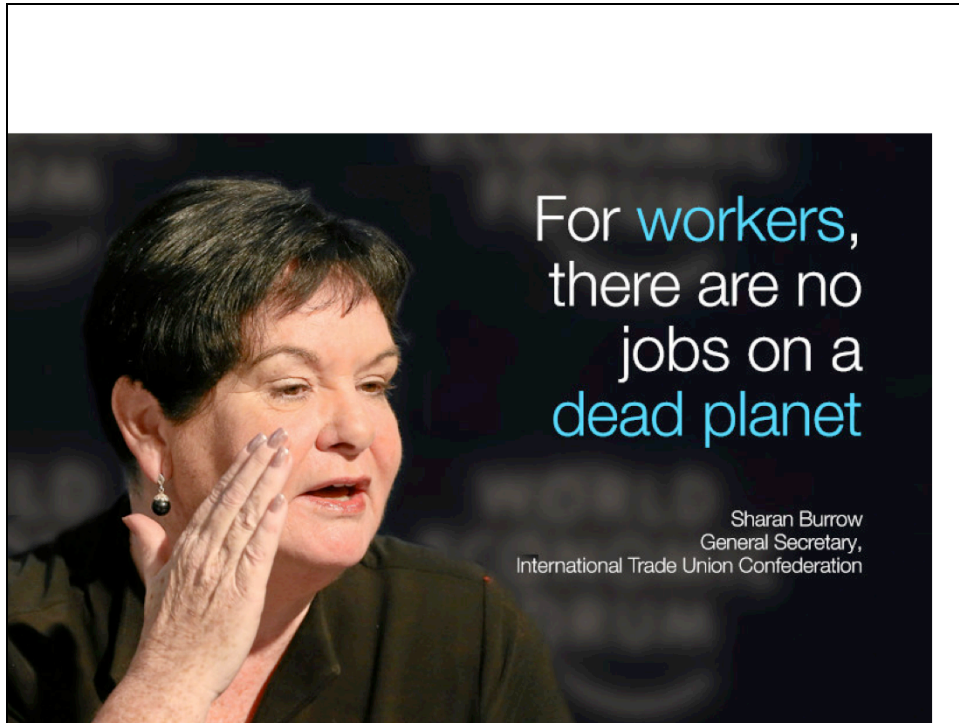


Gen. Sec. of the Communist Party

3. Connected to what we care about



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For **workers**,
there are no
jobs on a
dead planet

Sharan Burrow
General Secretary,
International Trade Union Confederation



4.Catchy

- Evocative Metaphors, Dramatic Words
- Alliteration, Repetition or Rhyme.
- “Reduce, Reuse, Recycle.”



When life gives you lumins, make luminaid.

Catchy



“Giving women access to contraceptives
saves lives, saves money, saves the
planet.” (Population Action Intl.)



GO GREEN

There is no Planet B

4 Cs to Communicate your ideas:

1. Concise
2. Concrete
3. Connected (to what we care about)
4. Catchy



Exercise:

1. Write down your idea.
2. Revise according to the 4 Cs:

Concise, Concrete, Connected, Catchy

Creating a Narrative for your Action Plan

Tim Ward

Teresa Erickson



Vision – Big Picture
Messages -

#1: Identify the *Problem*

- State the problem concisely
- Say why is it important to solve this problem.
(from your target audience's point of view)



DON'T SPEND TOO MUCH TIME DISCUSSING THE PROBLEM! NOBODY WANTS TO HEAR WHAT THEY ALREADY KNOW.

THE WHY SHOULD TRIGGER COMMON VALUES

#2a: The new idea



1. Explain your new idea. *First the big picture.*

(That's your *meme*)



THE BIG PICTURE IS YOUR MEME)

Show the big picture first



SOLAR PANELS IN OUR COUNTRY VS: SOLAR POWER IS GETTING CHEAPER THAN OIL – THERE'S A WAY TO WE COULD BUILD A SOLAR PLANT CHEAPER AND QUICKER THAN THE PLANNED DEISLEL POWER PLANT. LET ME EXPAIN HOW...

#2b: The Plan of Action



1. What actions follow from the idea?
2. Identify and address challenges and obstacles.
3. What's the next step?



You don't have to say every detail.

#3. Envision the result



1. How will things be different? How will people's lives change?
2. How can the result be scaled up?



PEOPLE GET STUCK ON THE PROCESS – THE MECHANICS – BUT IT IS THE RESULT

Invite the audience to join you



- Make a specific request
- Be open to their ideas
- Be willing to share ownership

Example: Step 1: Problem



“Our country’s automobiles are old. They pollute the city – causing lung disease and illness in children. They also contribute to Climate Change. And when oil prices rise, the government spends millions on fuel subsidies – the nation can’t afford it. How can we solve this problem?”



Example: Step 2: Action



“What if we could replace our old cars with affordable, clean, electric cars?”

- Electric motor technology now exists
- Country has excess hydropower...free fuel
- Cost used to be an obstacle. But we now



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What's the first step?

Example: Step 3: Result



“With this plan, I envision that in 5 years we could transform the city into a clean, healthy place to live, reduce our GHG by 20% and be a model to rival Copenhagen and Stockholm. And...if we chose to build the factory in the city, we could become the regional leader as an electric car maker...”

Narrative of Change Template:



- 1. Problem:** Why is solving the problem important?
- 2. Action:** Big picture (your meme), plan of action, feasibility, first step.
- 3. Result:** How will lives change? How to scale up for lasting transformation?

