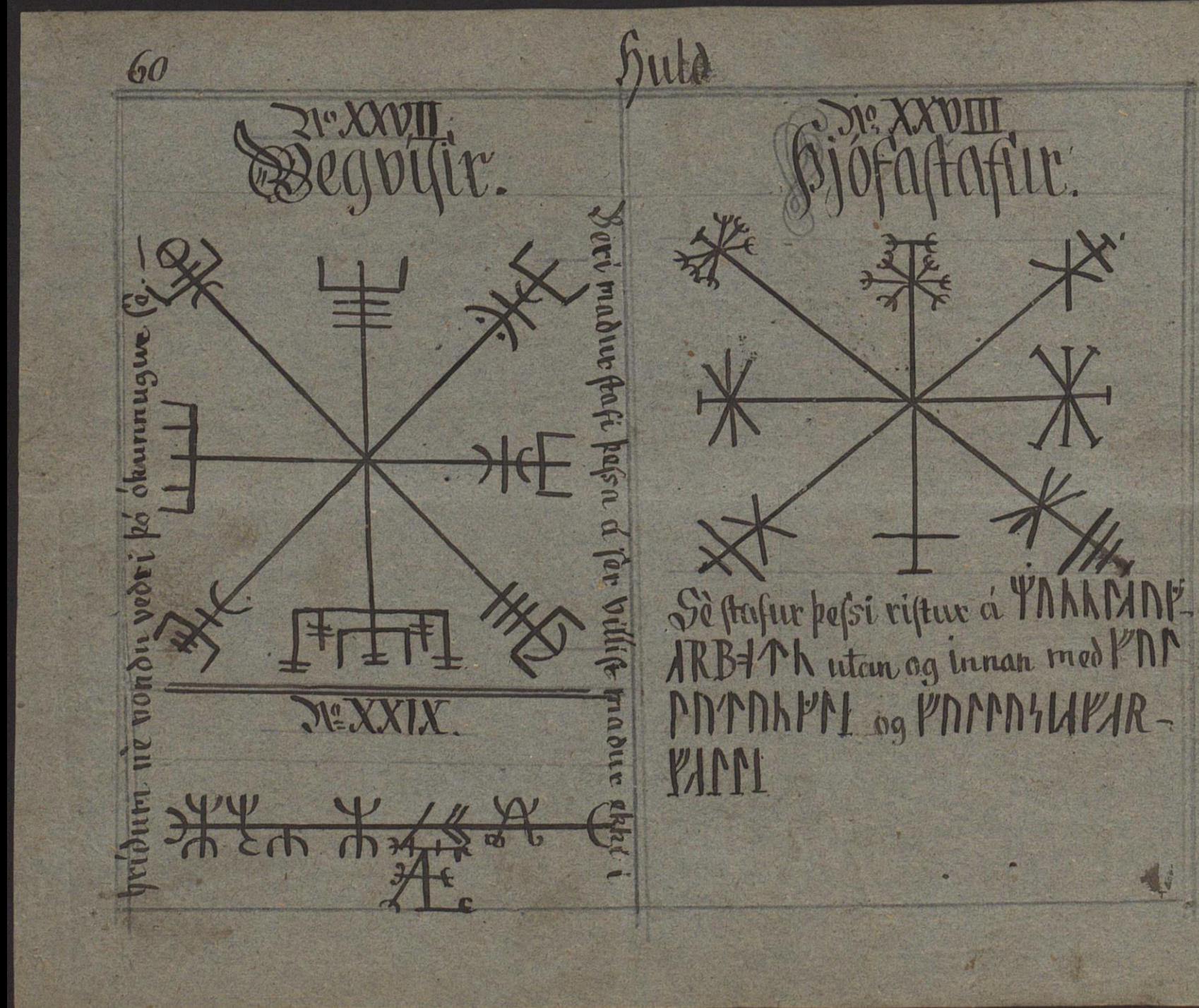


What to
Do When
They Won't
Listen to
You



Robert Bogue



Author of 28 books including The Six Keys to Confident Change Management



20 Year Microsoft MVP



Over 600 books read and reviewed



30+ Years of Consulting Experience



Subject Matter Expert:
Confident Change Management

Robert Bogue

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TRAIN SCHEDULE

TIME	TRACK	DESTINATION
11:08	E-54	ST LOUIS MO
11:14	L-35	MONTGOMERY AL
11:20	G-09	MARSHALL TX
11:26	J-10	ALEXANDRIA LA
11:32	H-75	CHICAGO IL
11:38	D-41	HOUSTON TX

Agenda

- Ignorance and Awareness
- The Tips
- What Next

You Never Told Me





I Can't
Find
the
Answer

The Cumulative Effect of Messages

Medium Efficacy	90.00%	80.00%	70.00%	60.00%	50.00%	40.00%	30.00%	20.00%	10.00%
2 Messages	99.00%	96.00%	91.00%	84.00%	75.00%	64.00%	51.00%	36.00%	19.00%
3 Messages	99.90%	99.20%	97.30%	93.60%	87.50%	78.40%	65.70%	48.80%	27.10%
4 Messages	99.99%	99.84%	99.19%	97.44%	93.75%	87.04%	75.99%	59.04%	34.39%
5 Messages	100.00%	99.97%	99.76%	98.98%	96.88%	92.22%	83.19%	67.23%	40.95%
6 Messages	100.00%	99.99%	99.93%	99.59%	98.44%	95.33%	88.24%	73.79%	46.86%
7 Messages	100.00%	100.00%	99.98%	99.84%	99.22%	97.20%	91.76%	79.03%	52.17%
8 Messages	100.00%	100.00%	99.99%	99.93%	99.61%	98.32%	94.24%	83.22%	56.95%

AWARENESS / UNDERSTANDING

CEO ANNOUNCEMENT VIDEO

INTRANET POST

DIGITAL SIGNAGE

SPONSORED EMAIL

WEBINAR

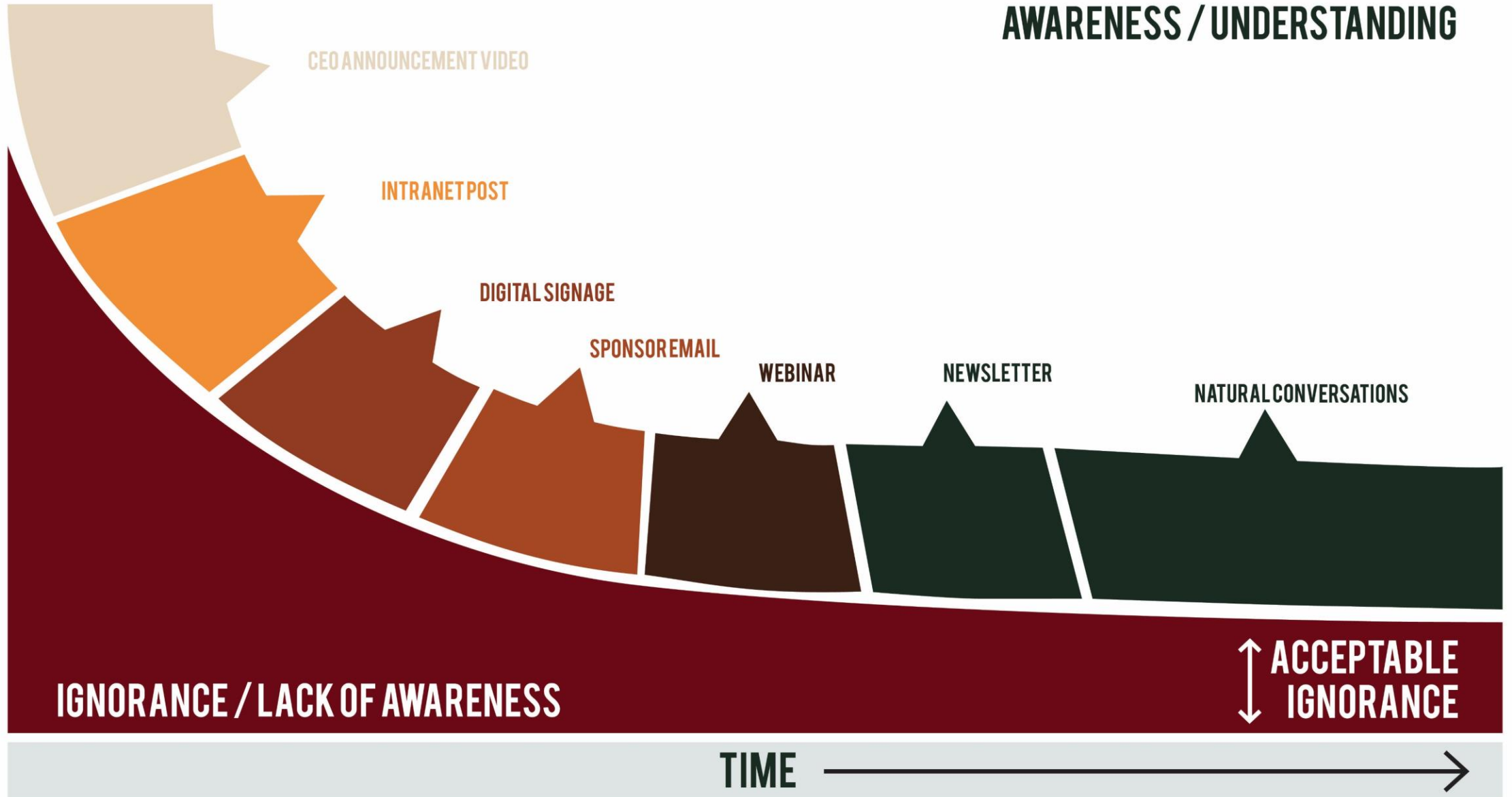
NEWSLETTER

NATURAL CONVERSATIONS

IGNORANCE / LACK OF AWARENESS

↑ ACCEPTABLE
↓ IGNORANCE

TIME



The Tips

Writing for Purpose
#5

Evoking Emotion
#6

Signal & Noise
#7

Stories
#8

Inverted Pyramid
#9

Tantalizing Teasers
#10

KISS of Cognitive Load
#11

Buzzword Buzz Kill
#12



Cascading Communications
#1

Communicating in Layers
#2

WIII-FM
#3

Campbell's Journey
#4

The Tips



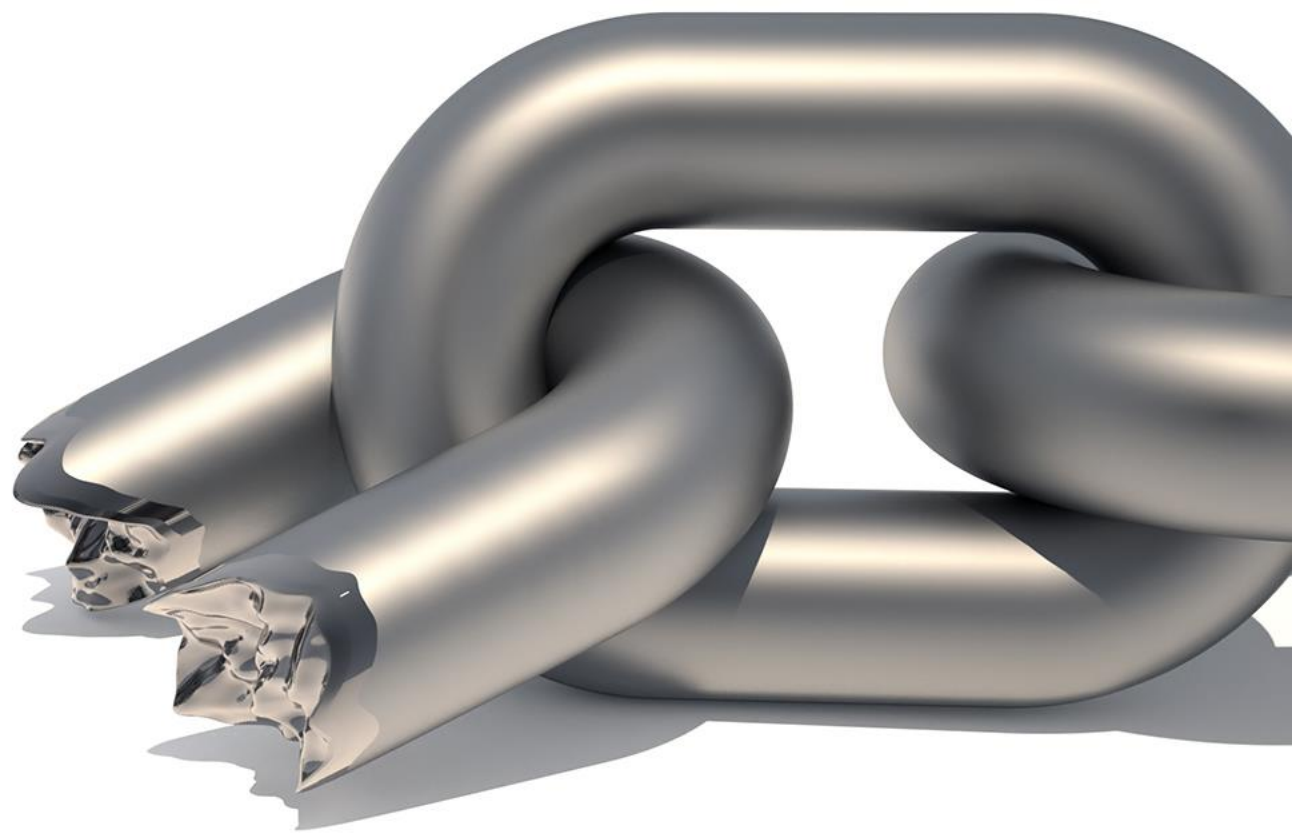
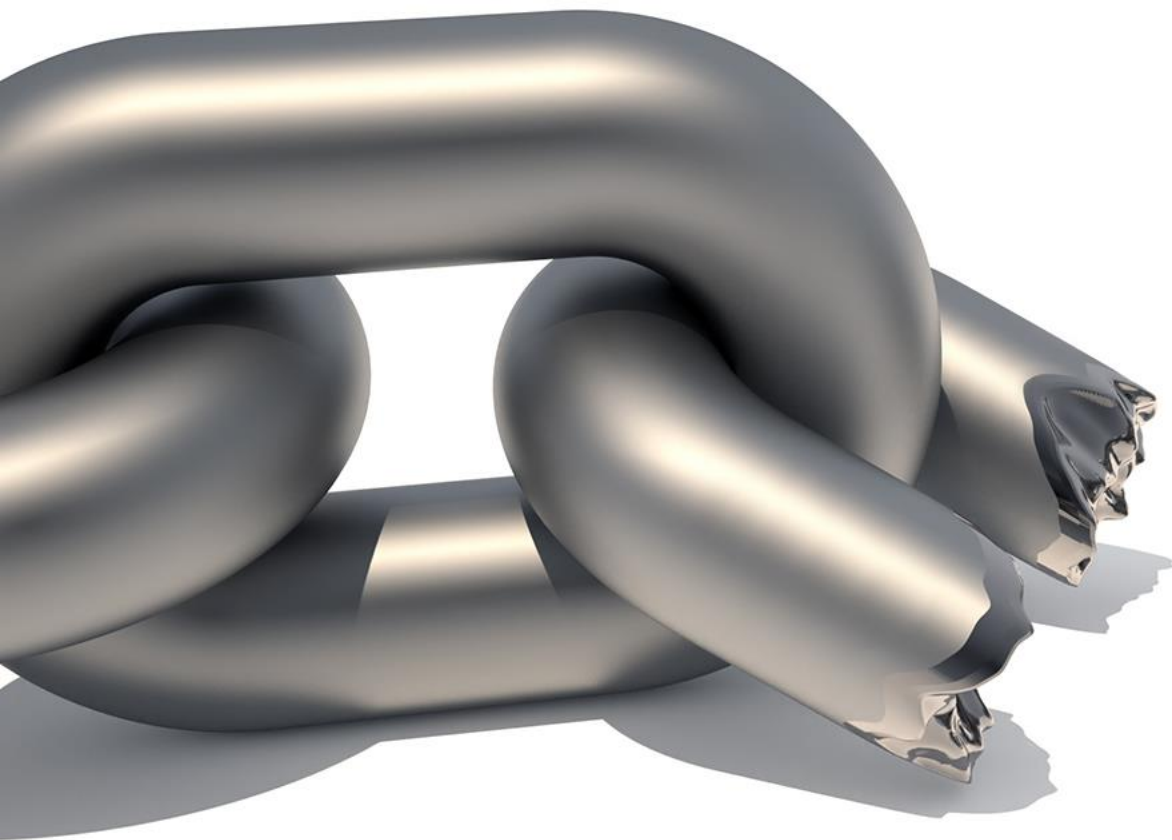
#1

Cascading
Communications



Cascading Communications

Broken Chains



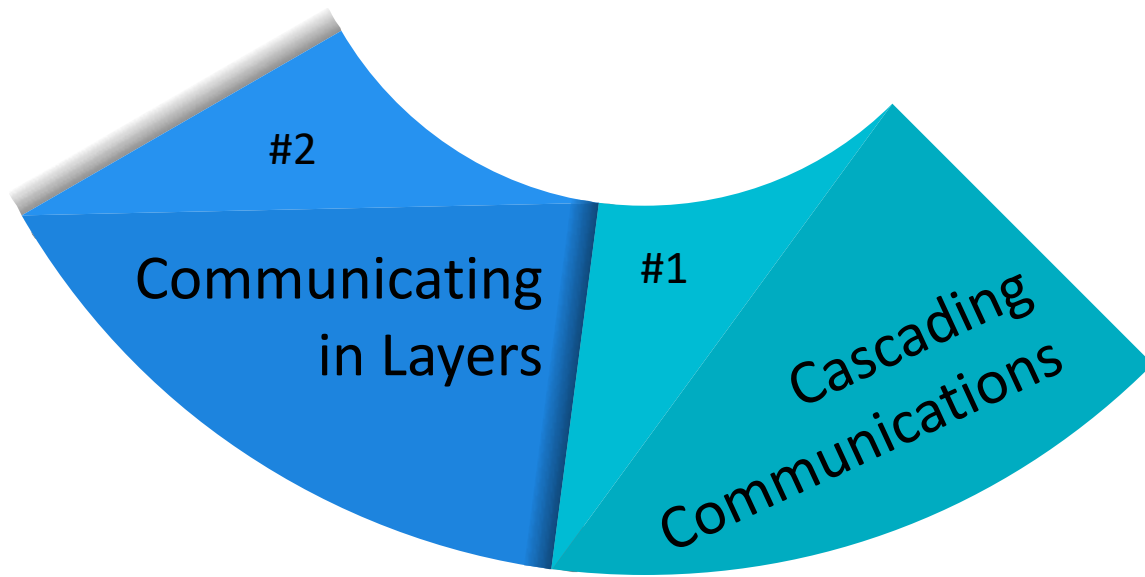
Establish
the
Schedule





Let Natural
Consequences
Happen

The Tips

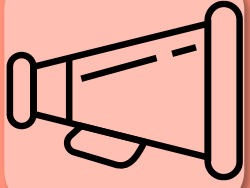


Communicating in Layers

- Once is not enough
- Repetition drives recognition
- Recognition drives affinity



Communications Channels



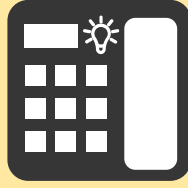
Overhead
Announce



Phone
Call



Podcast



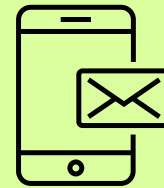
Voice
Mail



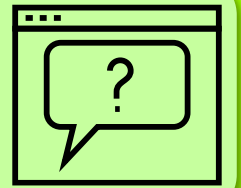
Application
(Mobile)



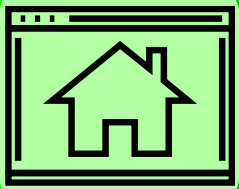
Blog



Email



Int. Social
Media



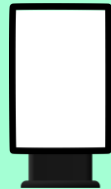
Intranet
(Microsite)



Wall
Painting



Display or
Banner



Digital
Signage



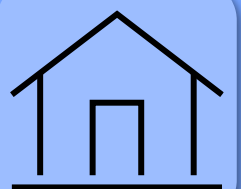
One-on-One
Convers.



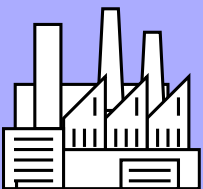
Town Hall



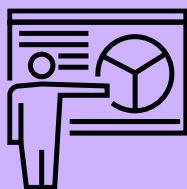
Newsletter



Mail to
Home



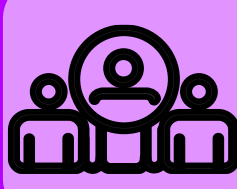
Mail to
Office



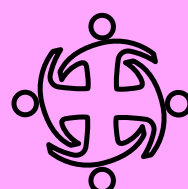
In-Person
Training



On-Line
Training



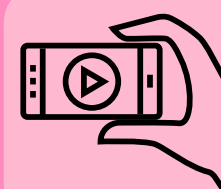
Focus
Group



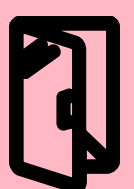
Team
Meeting



Store
Visit



Video
Message



Office
Hours

Criteria



Direction

- One-Way
- Two-Way



Scale

- Few
- Many



Sensitivity

- Not Sensitive
- Sensitive
- Highly Sensitive



Purpose

- Inform
- Educate
- Persuade
- Support



Urgency

- Timeless
- Timely
- Urgent

The Tips

#3

WIII-FM

#2

Communicating
in Layers

#1

Cascading
Communications



WIII-FM

- What is in it – for me?
- Make it relevant to them specifically
- Consider personas for clarity



The Tips

#4

Campbell's
Journey

#3

WIII-FM

#2

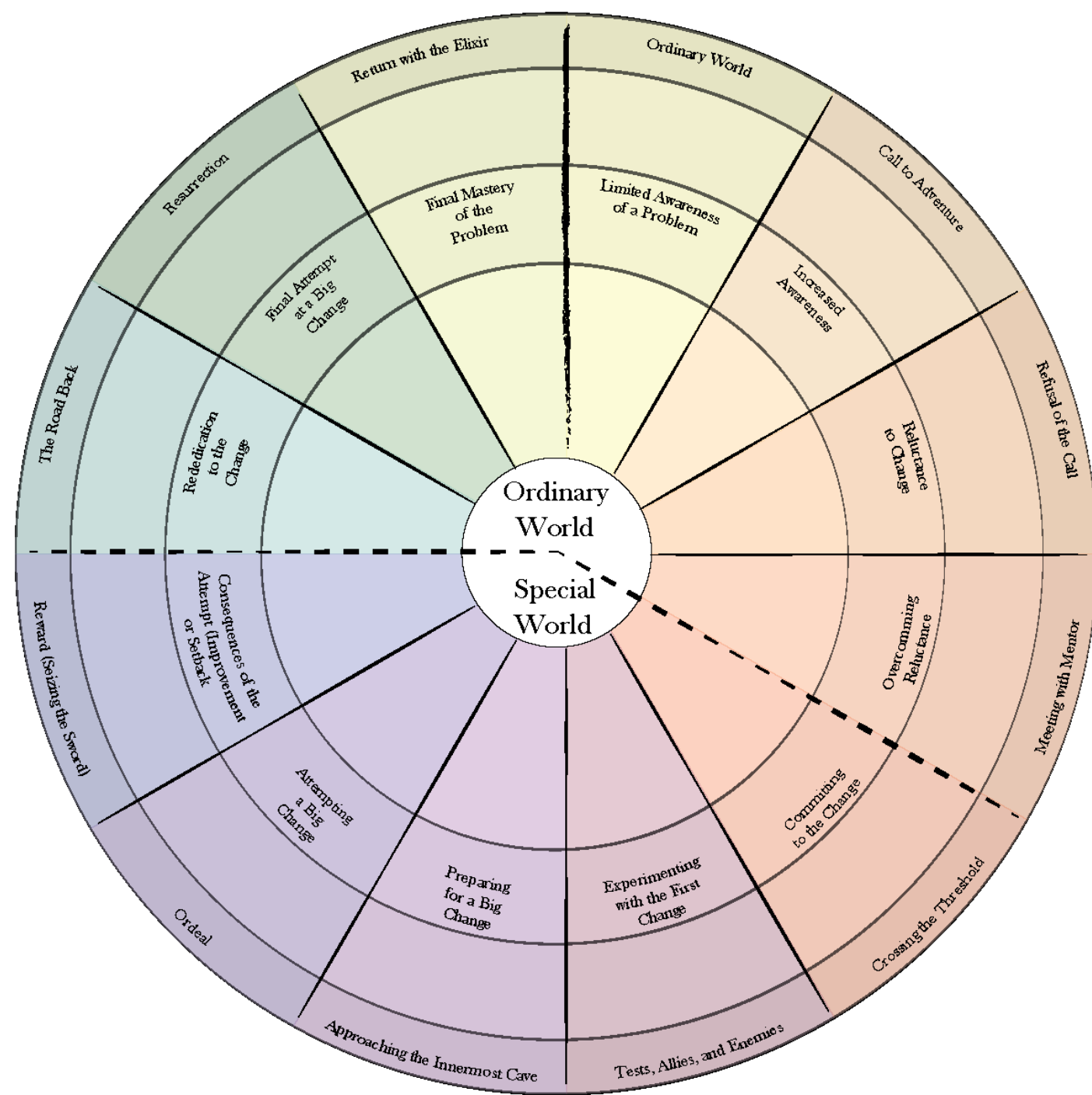
Communicating
in Layers

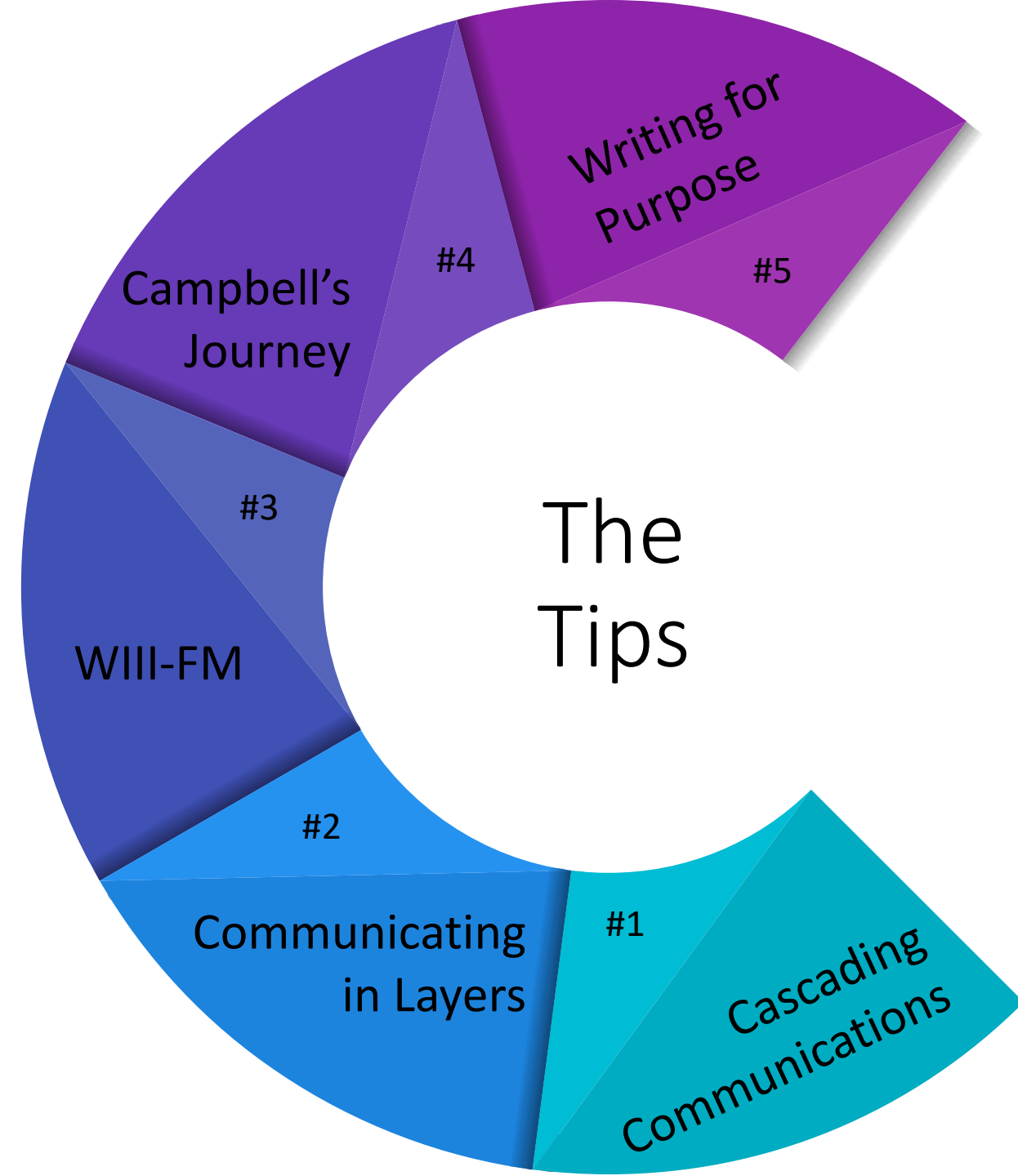
#1

Cascading
Communications



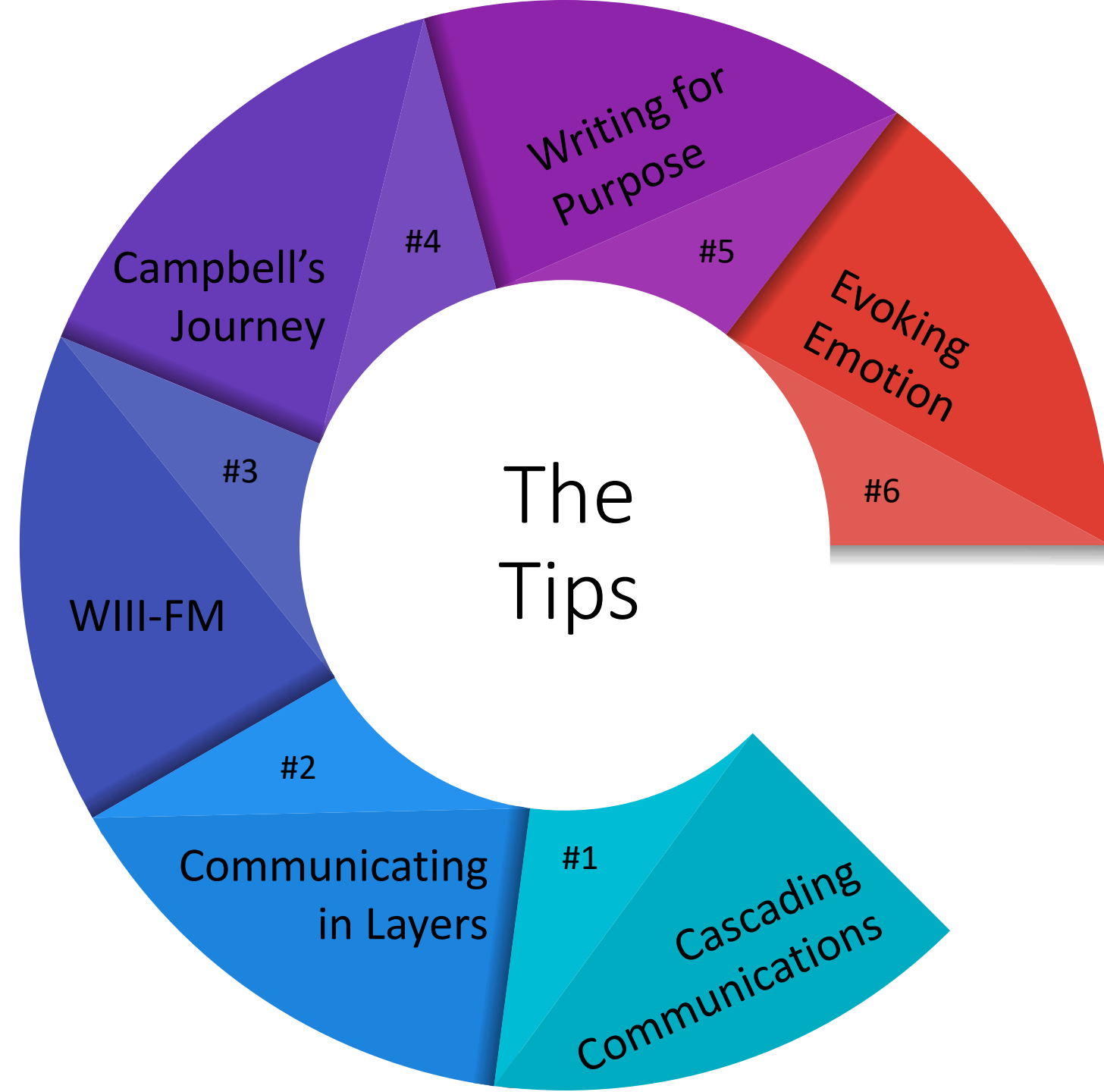
Joseph Campbell's Hero's Journey





Writing for Purpose





Rider-Elephant-Path

Model for how we make decisions

- Rider – Reason and rationale
- Elephant – Emotions
- Path – Defaults, cultural norms, and habits

Implications

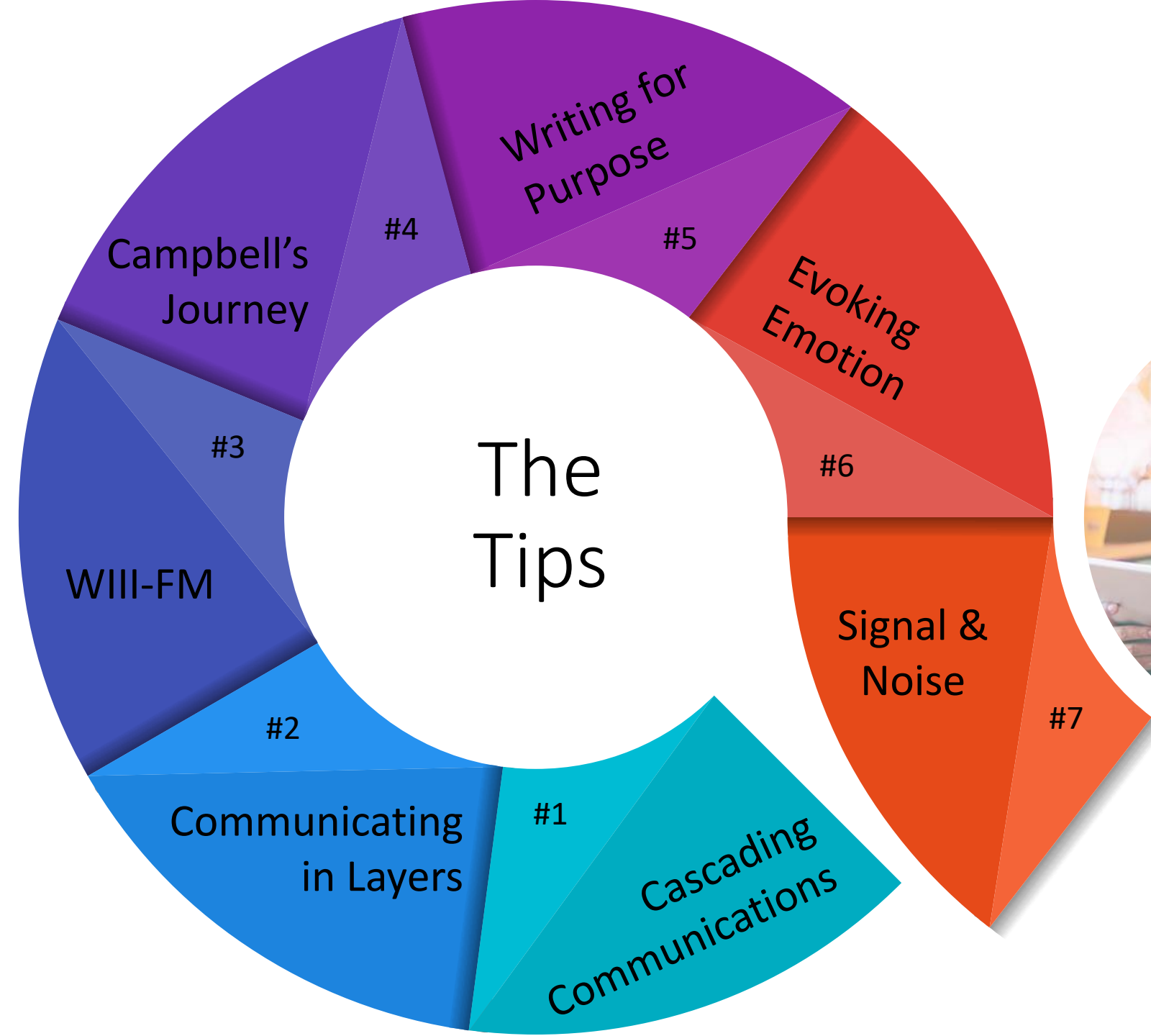
- Elephant always wins – when he wants
- The elephant and rider are both lazy



Evoking Emotion

- We make decisions emotionally – then rationalize them
- Write to the emotional elephant, not the rational rider
- E.x. Flextime benefits
 - Not doctor's visits or errands
 - Volunteering or spouse time





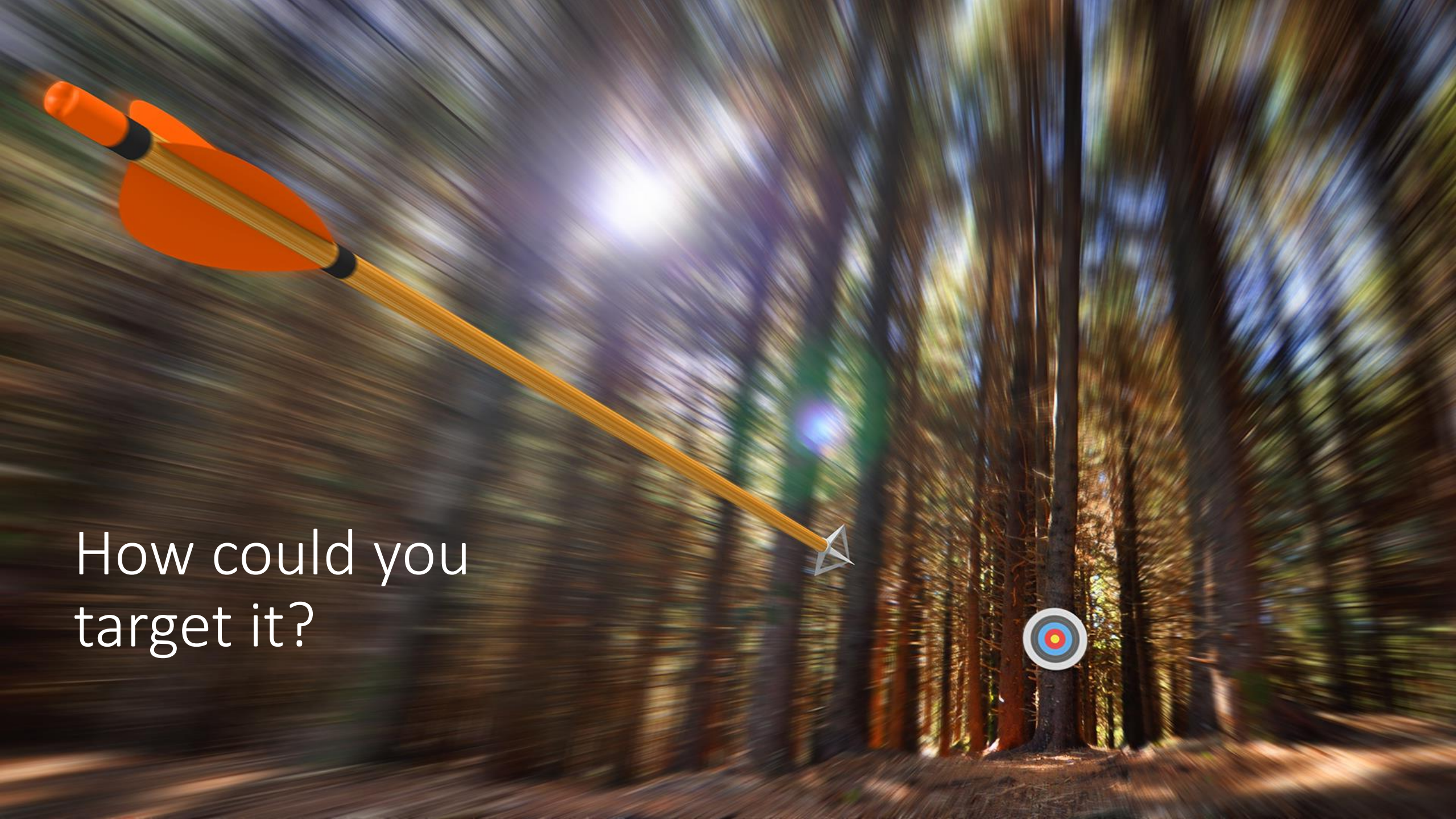


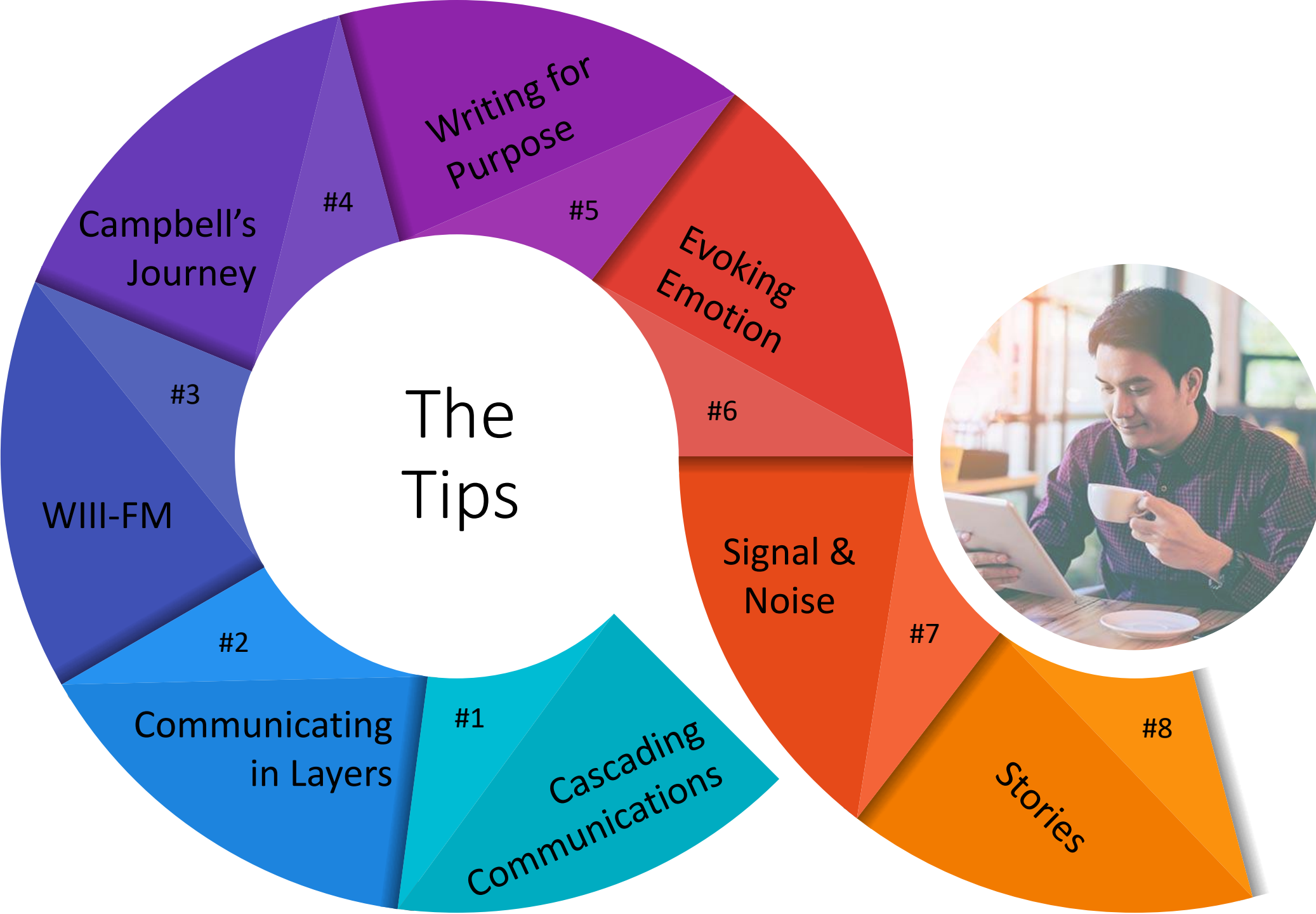
Don't Be a
Noise
Problem

Do you need to push
this communication?



How could you
target it?





Communicating in Story



A dreamcatcher is suspended from a thin, dark tree branch. The dreamcatcher features a circular web with a complex, concentric pattern of small holes. Below the web, several long, dark feathers are attached, hanging down. The background is a soft-focus landscape during sunset or sunrise. The sun is a bright, glowing orb on the left side, casting a warm, golden light across the scene. Silhouettes of bare trees and distant mountains are visible against the bright sky. A faint rainbow is visible in the lower right portion of the image. The overall mood is peaceful and contemplative.

Dreams are
Stories

The Tips

Writing for Purpose

Evoking Emotion

Signal & Noise

Inverted Pyramid

Stories

Cascading Communications

Communicating in Layers

WIII-FM

Campbell's Journey



A low-angle, wide shot of the Great Pyramid of Giza, showing its massive stone blocks and the sky above. The pyramid's surface is composed of numerous large, rectangular stone blocks, creating a textured, stepped appearance. The sky is a clear, bright blue with a few wispy white clouds. The perspective is from the base of the pyramid, looking up towards the top, emphasizing its scale and height.

Inverted Pyramid

- Most newsworthy and broadest-reaching first
- Who, what, when, where, why, and how – in as few words as possible
- Ignores nuances and special cases – until the end

The Tips

Writing for Purpose

Evoking Emotion

Signal & Noise

Stories

Inverted Pyramid

Tantalizing Teasers

Campbell's Journey

WIIF-M

Communicating in Layers

Cascading Communications



Tantalizing Teasers (Headlines)

- Our goal is to **engage** – not inform
- The keyword is **intrigue**

Summary	Teaser
Employee benefits reenrollment due 5/1	Three things you must do to keep your health insurance benefits
Company Picnic 6/1	Who can eat the most pork? Find out 6/1
Holiday Schedule 2018	What day will we celebrate July 4 th and other holidays next year?
Free management training	Get started on your next promotion

The Tips

Writing for Purpose

#4

#5

Evoking Emotion

#6

Signal & Noise

#7

Stories

#8

Inverted Pyramid

#9

Tantalizing Teasers

#10

KISS of Cognitive Load

#11



Campbell's Journey

#3

WIIFM

#2

Communicating in Layers

#1

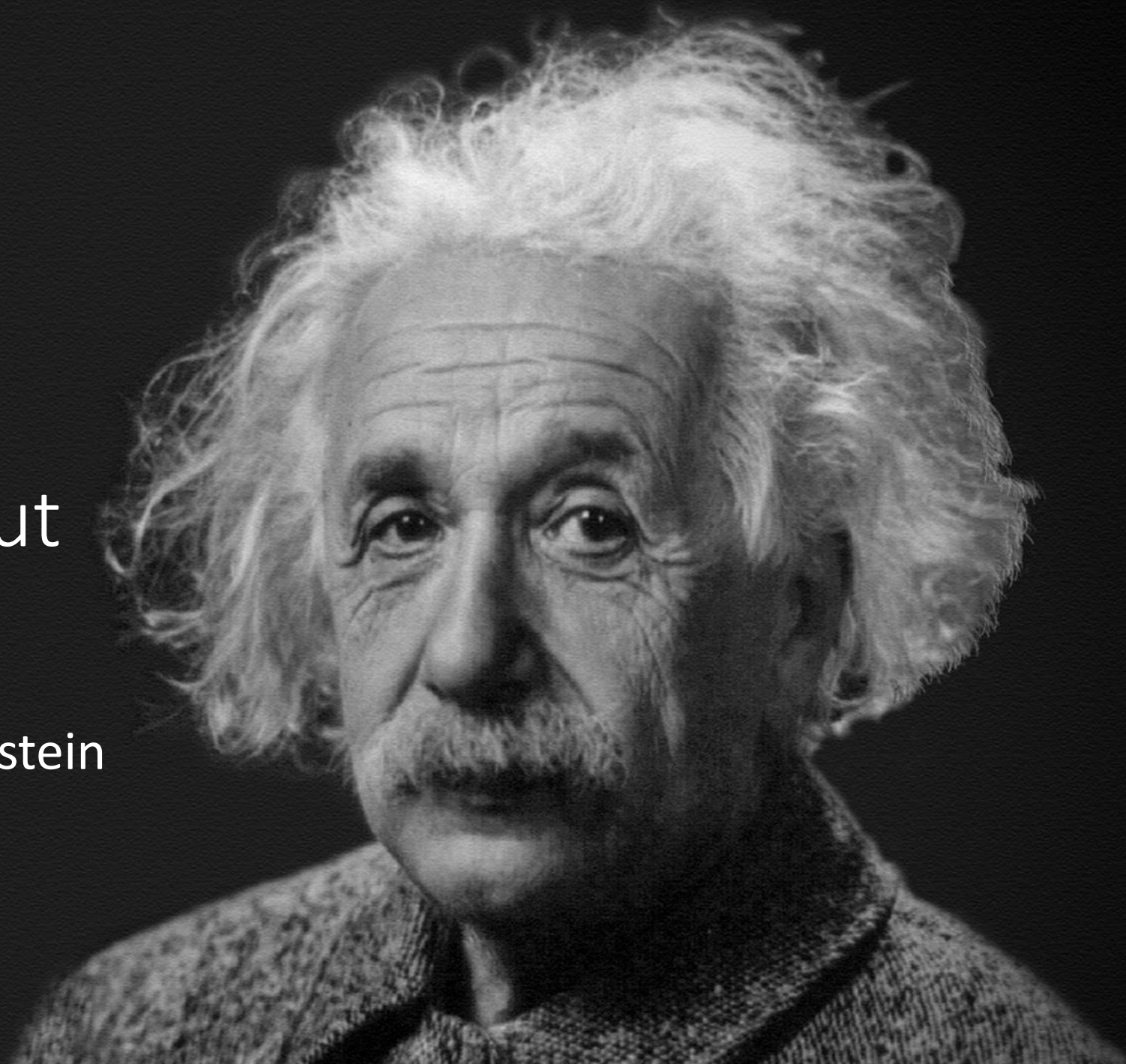
Cascading Communications

A KISS of Cognitive Load



Make everything as
simple as possible, but
not simpler

- Albert Einstein



The Tips

Writing for Purpose
#5

Evoking Emotion
#6

Signal & Noise
#7

Stories
#8

Inverted Pyramid
#9

Tantalizing Teasers
#10

KISS of Cognitive Load
#11

Buzzword Buzz Kill
#12



Cascading Communications
#1

Communicating in Layers
#2

WIII-FM
#3

Campbell's Journey
#4

Buzzword Buzzkill



Buzzwords

Layoffs

Contract
Work

Professionals

Skills

Hiring

People

A yellow pen with a black tip is shown writing on a white notepad. The notepad is held by a grey clip at the top. The word "Sign up" is written in blue cursive script, and the pen is currently finishing the letter "p".

What Next?

Sign up

Free communications tips course:

<https://ConfidentChangeManagement.com/CommTips>



**GOOD
BYE**

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<https://ConfidentChangeManagement.com>

<https://ThorProjects.com>

<https://ExtinguishBurnout.com>