

BE A GOOD COMMUNICATOR

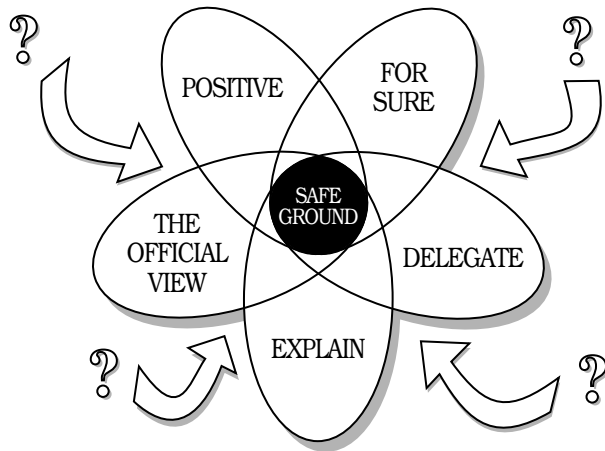


Figure 11: Venn Diagram — Be a Good Communicator

Speak about your *delegated* area of responsibility and if this isn't your area, redirect it towards the person who has that responsibility.

Offer a clear and lucid *explanation*. Don't be defensive or make a sales pitch. These will weaken your position. An explanation may not seem very compelling, but it has an aura of neutrality and that may be more credible.

Give the *official* view of this topic. You must be familiar with your organization's official view long before you find yourself speaking about it.

The last oval is a reminder to make your message *positive*. There's a formula I've developed after my research into the field of risk communication. It is that a negative is greater than a positive. This can be expressed as $N > P$. Negatives don't have to be proven and they are more easily remembered than positives. Negatives encourage more negatives. Avoid them at all costs.