

# Eco-support Communicational Means to Success

Step to Ecosupport  
Kotka, June 14, 2013  
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# Who am I?

- ▶ MA, University of Jyväskylä, 1995
- ▶ Pedagogical Studies, University of Helsinki, 2006
- ▶ PD-programme in Organizational Development Studies, University of Turku, 2010
- ▶ Teacher / trainer / planning officer / communications coordinator in adult education field since 1997
- ▶ Wife and mother

# Today's Programme

- ▶ 9:00 – 10:20 Part I
    - Your role and duties as an eco-supporter. How can communications help you succeed?
  - ▶ 10:20 – 10:35 short break
  - ▶ 10:35 – 12:00 Part II
    - Morning themes continue. Group exercises and discussions
  - ▶ 12:00 – 13:00 lunch
  - ▶ 13:00 – 14:45 Part III
    - Practical Tools. Testing Methods.
    - Closing Discussion
- 

# Who are You?

Getting to know one another

# What is your role?



# The way I see it...

- ▶ ”Näen tehtävänäni toimia tiedon levittäjänä, toimintaan opastajana sekä rohkaisevana kannustajana. Annan oman innostukseni näkyä!”
- ▶ ”My job is to spread information, to guide others to action and to be an encouraging supporter. I let my own enthusiasm show!”

# 'persuade'

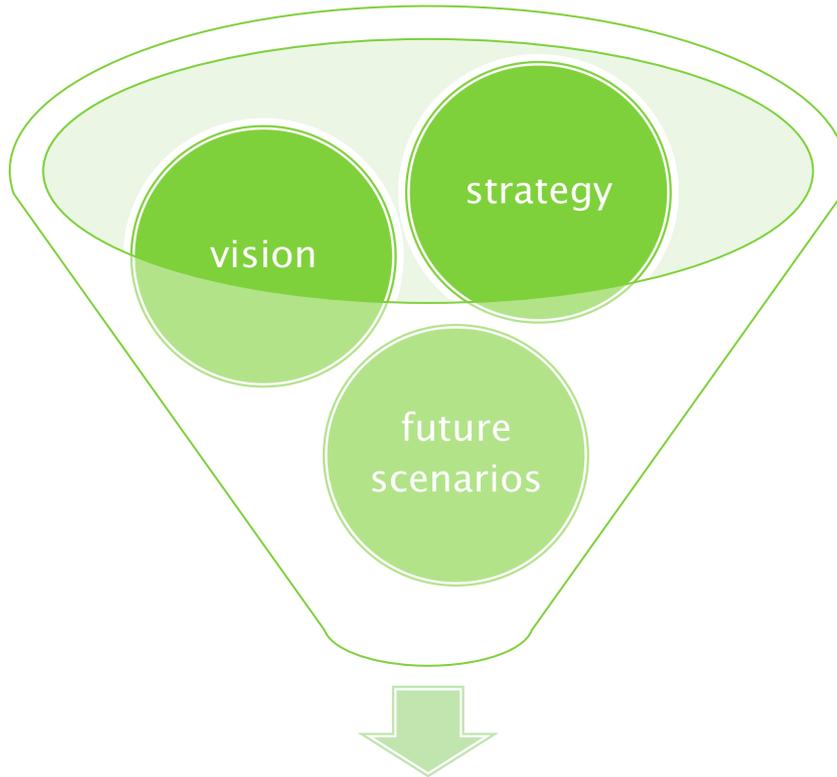
*If you persuade someone to do something, you cause them to do it by giving them good reasons for doing it (Collins Cobuild Advanced Dictionary)*

# Persuasive communication – four steps

persuasive 'убедительный'

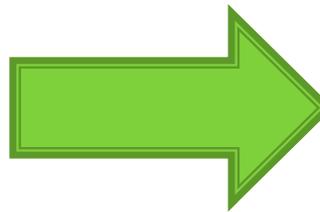
Step 1: Establish credibility

# Core messages



core messages

What?  
Why?  
How?



Know them.  
Spread them.  
Repeat them.



# Elevator Pitch

- ▶ How can you tell in 30 seconds what eco-support is all about?
- ▶ Let's practise!

# Have your answers ready

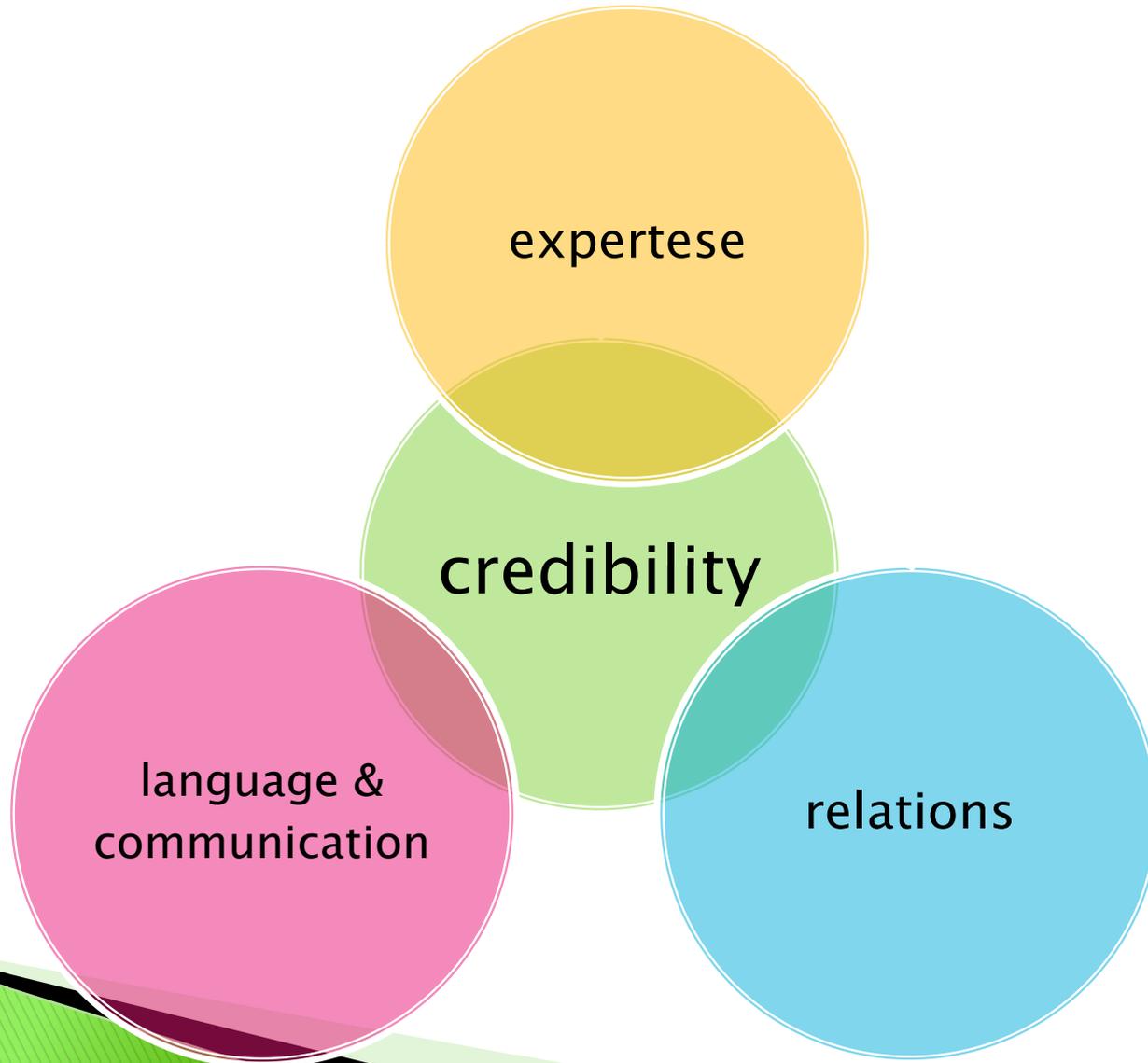


What's the point?

Miss, why are we doing this?



# Why should they believe you?



Step 2: Identify common ground

# Things that matter

- ▶ Get to know the people you guide.
- ▶ Find out what is important for them.
- ▶ Indicate and emphasise shared benefits
- ▶ Adjust – if needed.  
Approach from a different angle – if needed.

Recipient  
relevancy

Step 3: Make language your  
servant

# Make sure that you're understood

## ▶ Avoid

- jargon e.g. difficult expert talk
- complicated grammar and style

## ▶ Favour

- short and clear structures
- everyday expressions and style
- examples, metaphors, anecdotes, analogies and stories

# Things that help you catch their attention

- ▶ Practicality
- ▶ Personality
  - ▶ Novelty
  - ▶ Storyline

# How to communicate according to situation and goal? (Alasilta 1999)

Communicational approach	contents	style
informative	facts	brief precise unambiguous
persuasive	facts reasoning	practical convincing recipient-based
guiding	clear limited detailed practical	practical unambiguous
attention rising, "shaking"	complex wide general theoretical	conceptual ambiguous

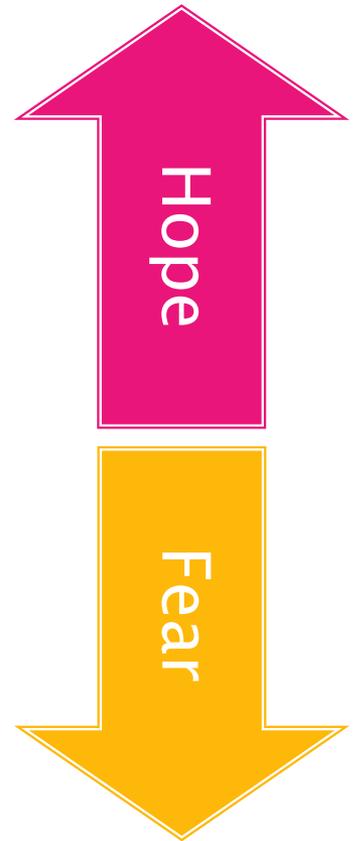
# Step 4: Acknowledge Emotions

”The straightest way to the brain  
is through the heart.”



”People are interested in anything that increase their chance of survival – and anything that threaten their well-being. People evaluate things on a hope & fear scale.”

(Marketta Rentola, a Finnish Communications Expert)



Make sure that your message includes...

new

old

win

lose

death

birth

first

last

common

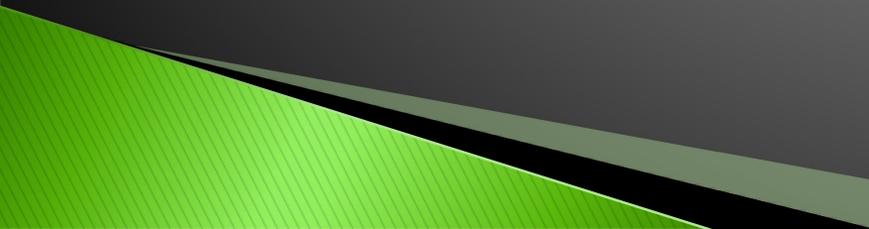
rare

beauty

ugliness

et cetera...because  
people love contrasts!

Let your enthusiasm show!



First, you have to be keen...

”The energy of the author  
soon becomes the energy of the  
story.”

(Juha Siltanen)



Remember,  
it's not just about you...

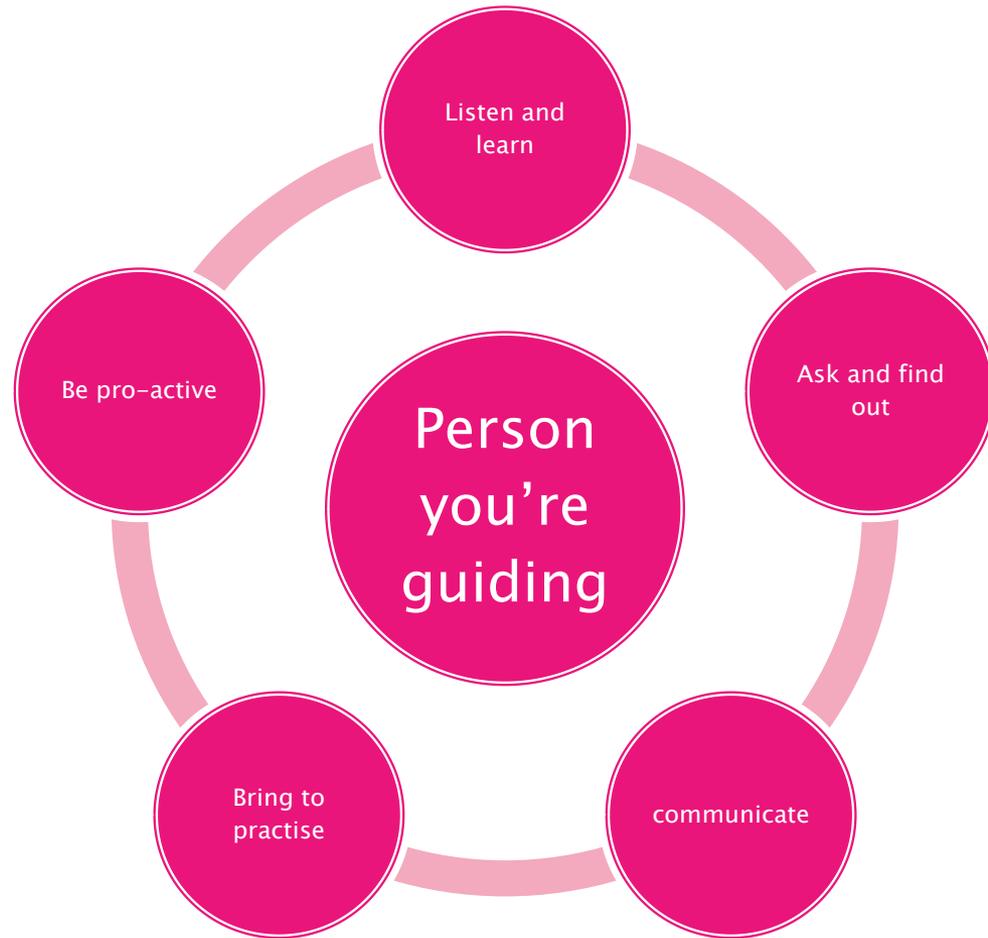
# Organizational communication?



# Organizational communication!

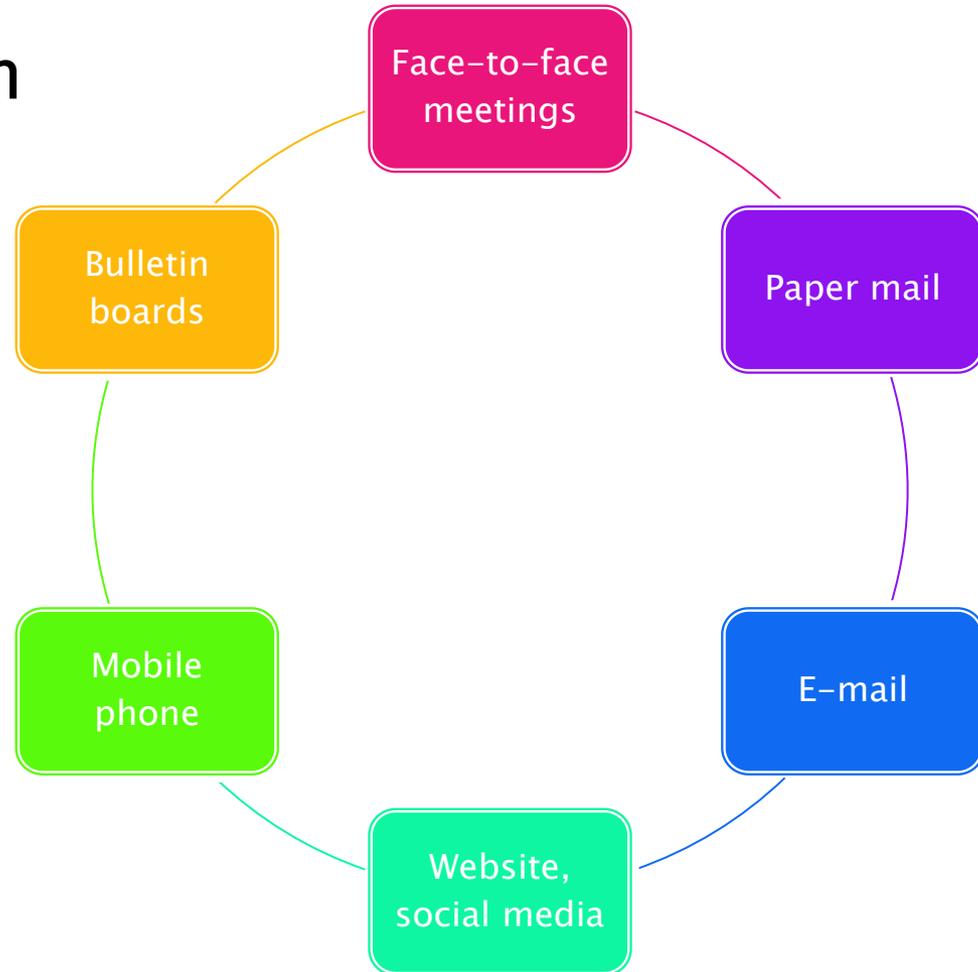


# What are your guidees' duties?



# How to make things work?

- ▶ Agree on communication channels



# How to make things work?

- ▶ Assure access to information
  - What kind of documents (or other material) are available?
    - Prints
    - E-documents
  - Where is it stored?
  - Where can you learn more?
  - Who can you ask?
- ▶ Make common rules and apply them

# Practical tools and how to use them?



Facilitating learning and  
developing processes

# Sharing ideas & practises

1. Ask people to list ideas and practises
  2. Publish them (on a black board, Facebook–group wall...)
  3. Ask people to choose and comment on the ones that they find beneficial.
  4. Allow best practises spread.
- 



# Traffic Lights

- ▶ Ask people to evaluate their processes and list things that
    - should be given up (red),
    - should be kept (yellow) and
    - should be introduced (green)
- in order to help things proceed



# Campaign car

- ▶ Using a car as a metaphor, ask people to visualise their process as a trip or roadmap with past, present and future points
- ▶ Helpful questions when visualising the trip:
  - Where are you starting from? Where are you going?
  - What are you leaving behind?
  - What is your fuel?
  - Who is in the car with you? Who is behind the wheel?
  - Are some phases slower than others? Why? When do you have to speed up?
  - Where do you stop and why?
  - What do the people in the car need to keep going?

# Three brave steps

- ▶ Ask people to come up with actions that make a difference.
- ▶ Visualise them in three foot prints or shoe prints. (Write to the print.)



# Time for feedback.



Thank you 😊