

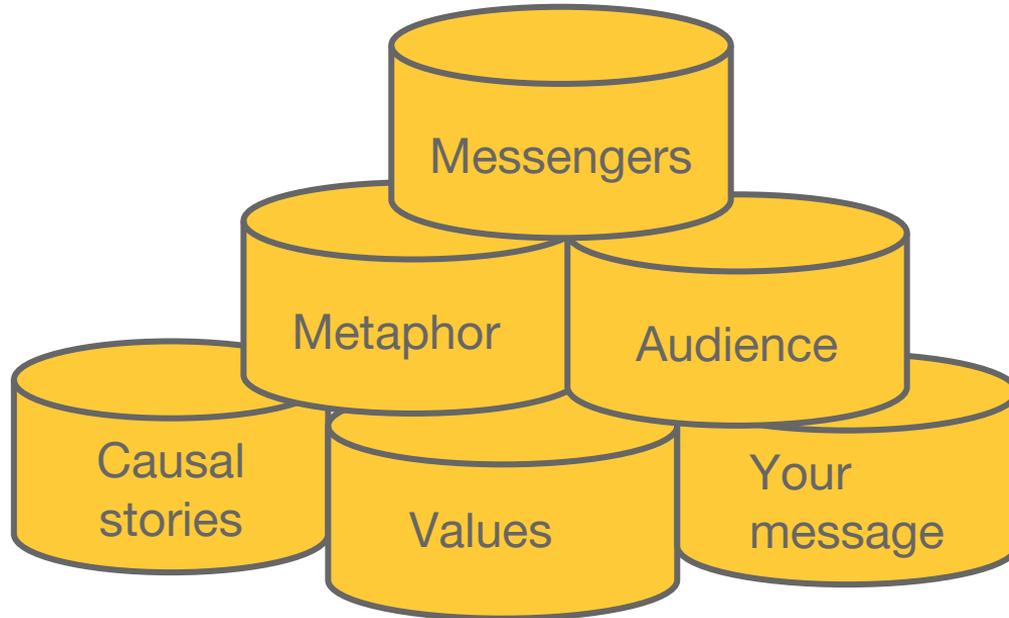


The Workshop

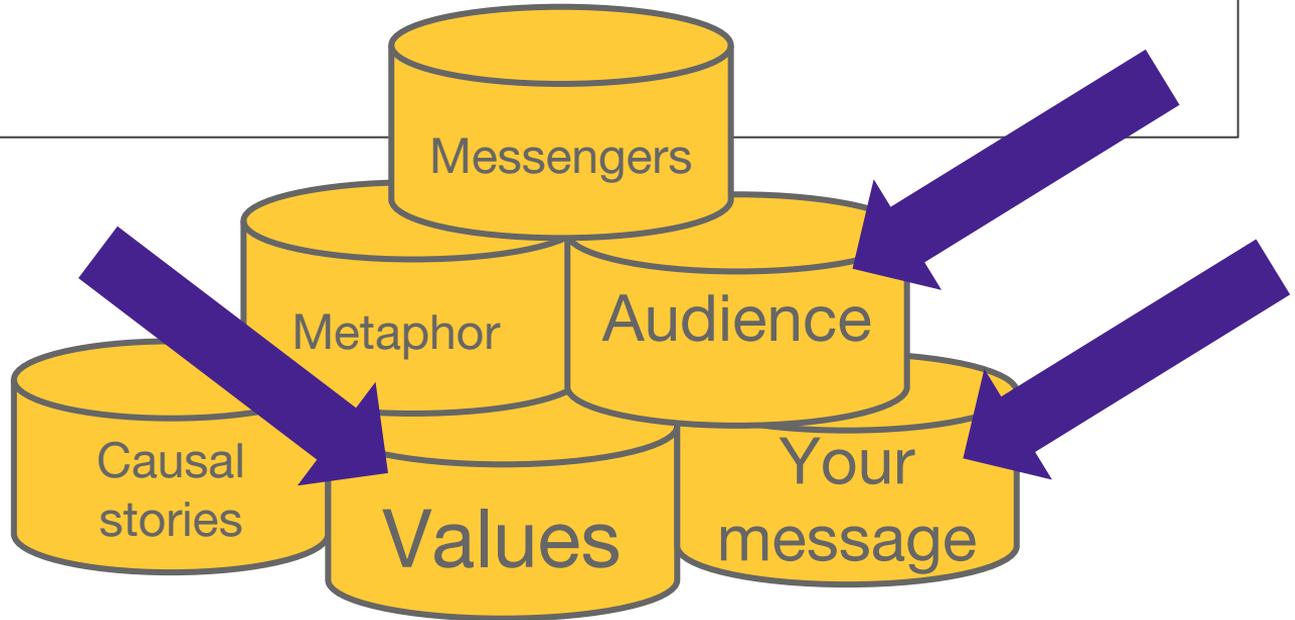
Trusting the good: the science & practice of effective messaging

Marianne Elliott

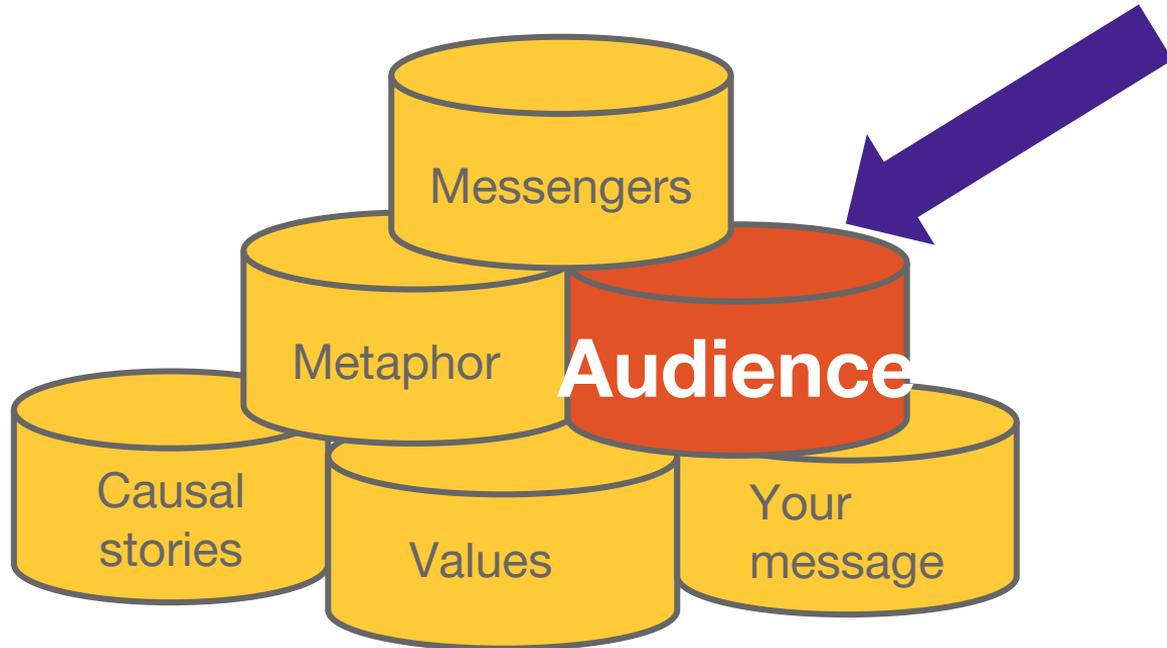
Using an evidence-led framework to change how we communicate.



Today



Who are we trying to persuade?





SUPPORTER BASE



PERSUADABLES



The bulk of the population whose views are not strongly held and whose opinion can be affected by how a policy is talked about or framed.

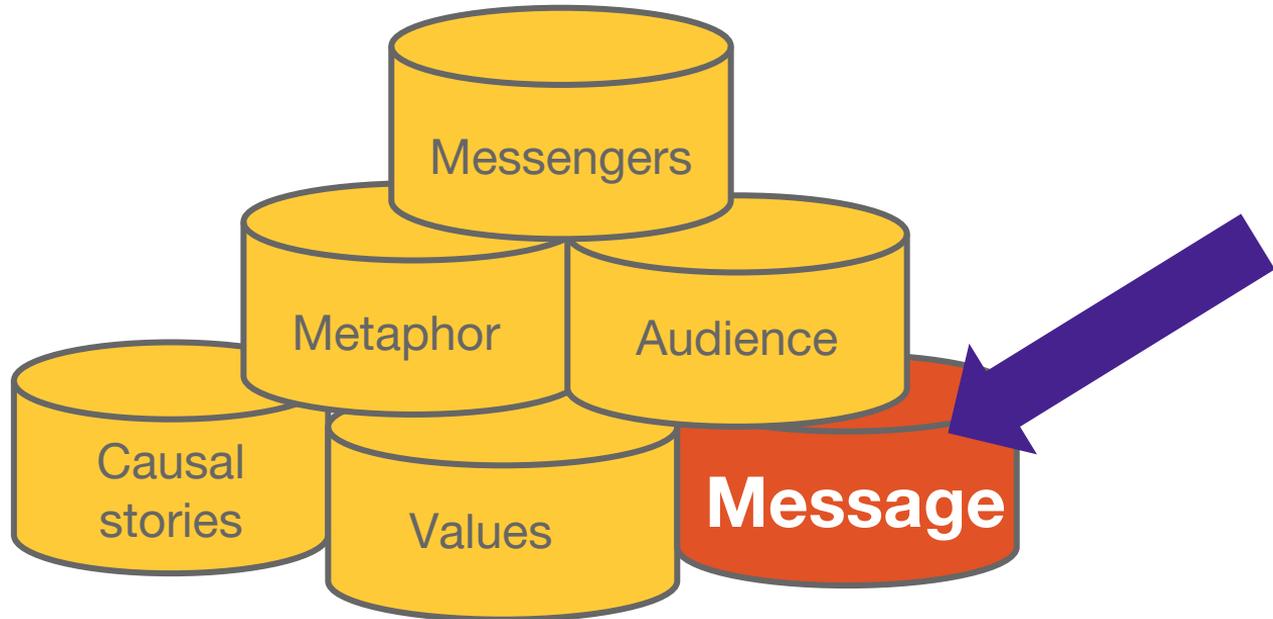


STEADFAST OPPONENTS

Those opposed to our policies and who are very unlikely to change their minds when we use a different message (note: no connection to the political party meaning of 'opposition').

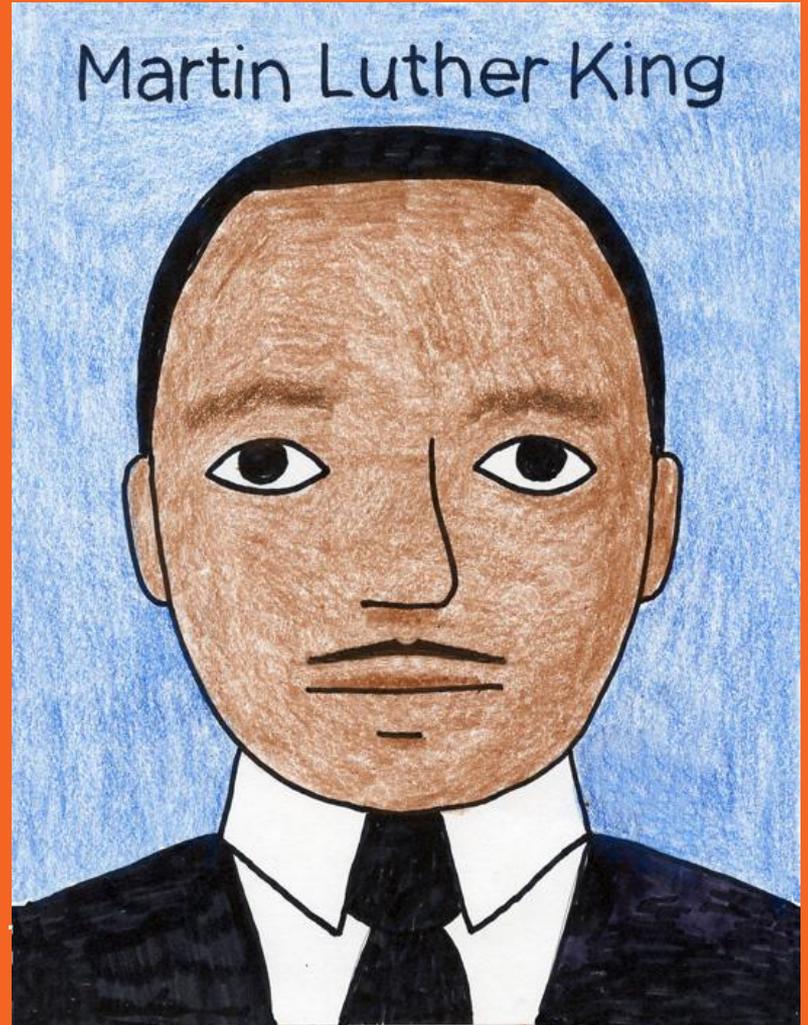


What is it YOU want to say?



Create a vision
for people

The
Workshop



Sell the cake,
don't list the
ingredients

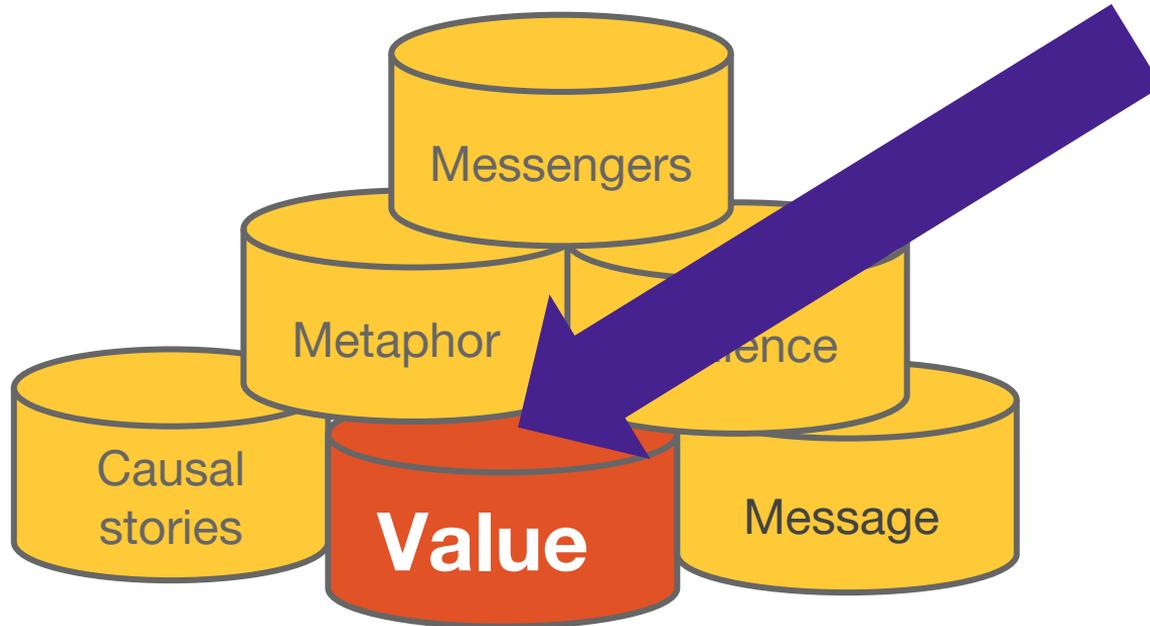


Avoid
mythbusting
and negating





Lead with shared values

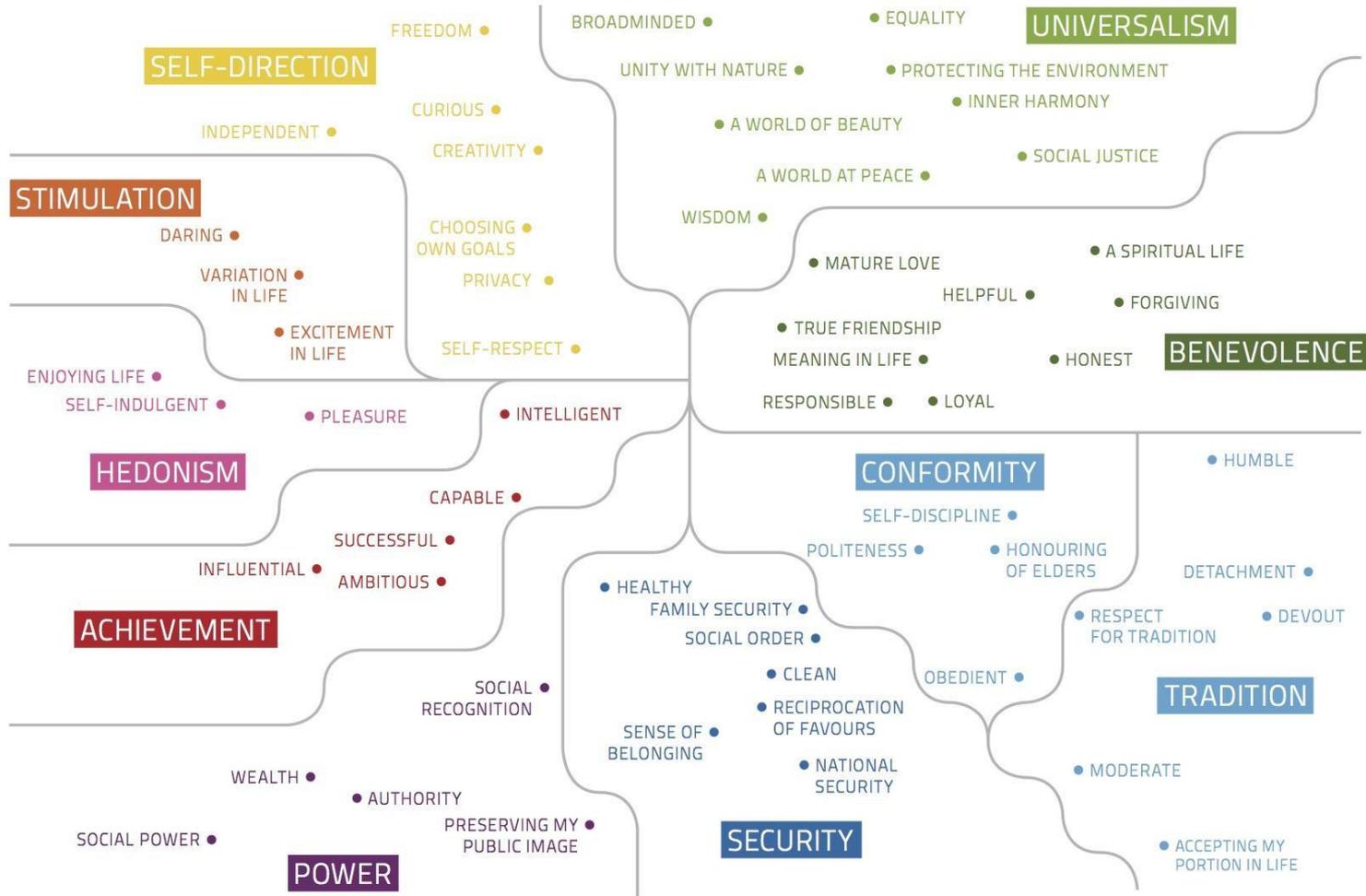


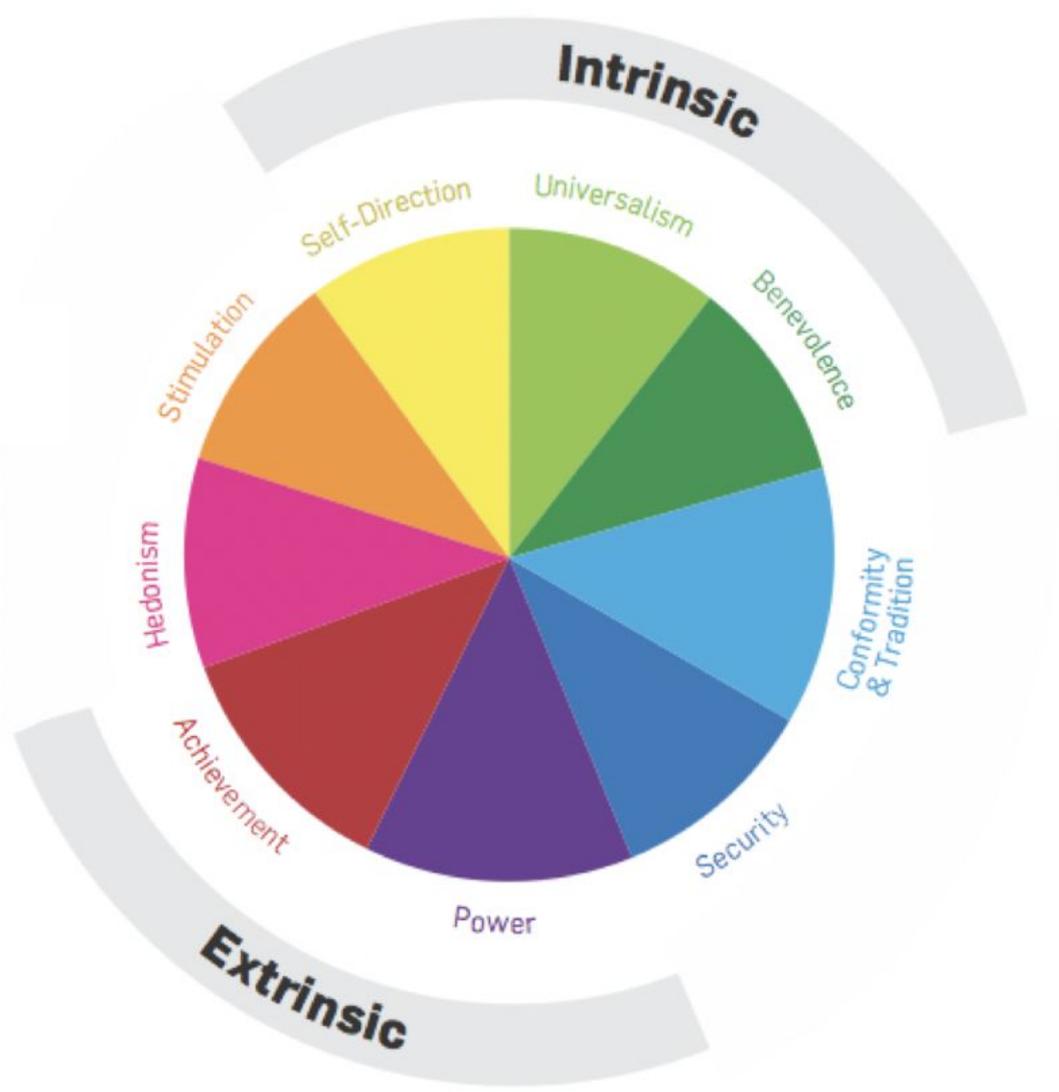


- What matters to us
- Evoke emotions
- Transcend situations
- Subconscious

**Values are
at the heart
of
motivations**







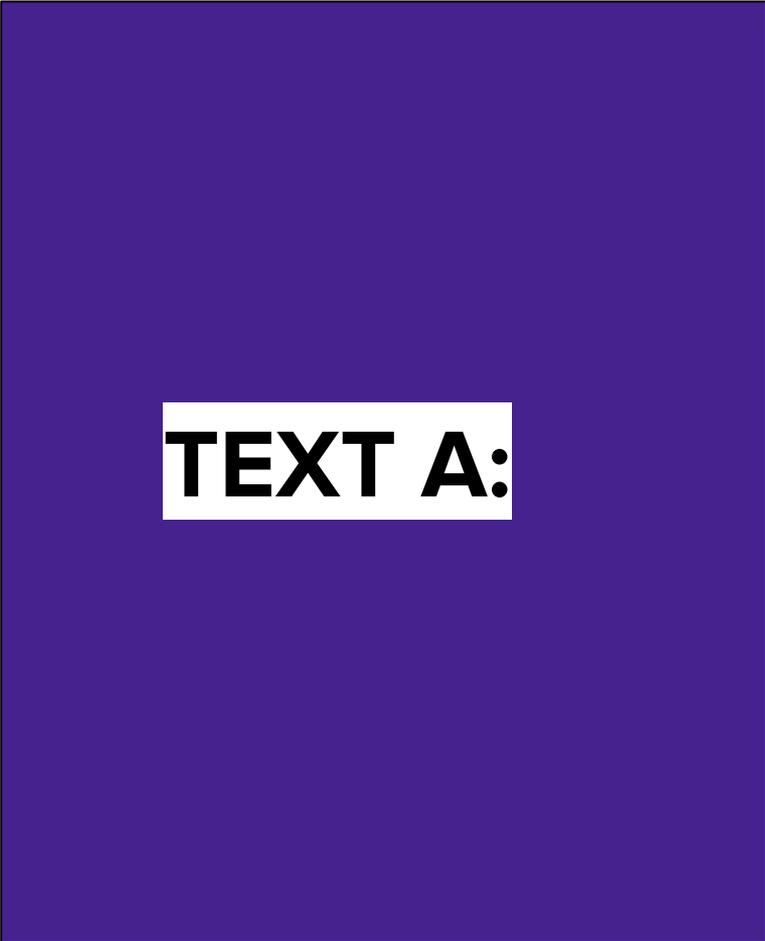
TEXT A:

Scope works with disabled people and their families at every stage of their lives. We believe that disabled people should have the same opportunities as everyone else, enabling them to live the lives they choose. Yet today, disabled people are more likely to live in poverty, more likely to experience negative attitudes or prejudice, and are more likely to live alone. They still face marginalisation and discrimination. We help to address the barriers that cause disabled people to be treated unequally, support them in making decisions about what they want to do, and help them put those choices into practice. With the right reassurance and practical assistance, disabled people can live independent lives.

TEXT B:

Scope works with disabled people and their families at every stage of their lives. We believe in giving disabled people the chance to achieve greater success in their lives, so that they can fully contribute to the economy. Yet today, disabled people are more likely to be unemployed and receiving benefits.

We deliver a range of low cost early interventions – helping to address these issues, while delivering considerable cost savings for both disabled people and the state. Early intervention represents a great return on investment. For example, one initiative costs around £65,000 to set up – that’s just £500 each for the 130 or so families that can be reached over the course of a year.



TEXT A:

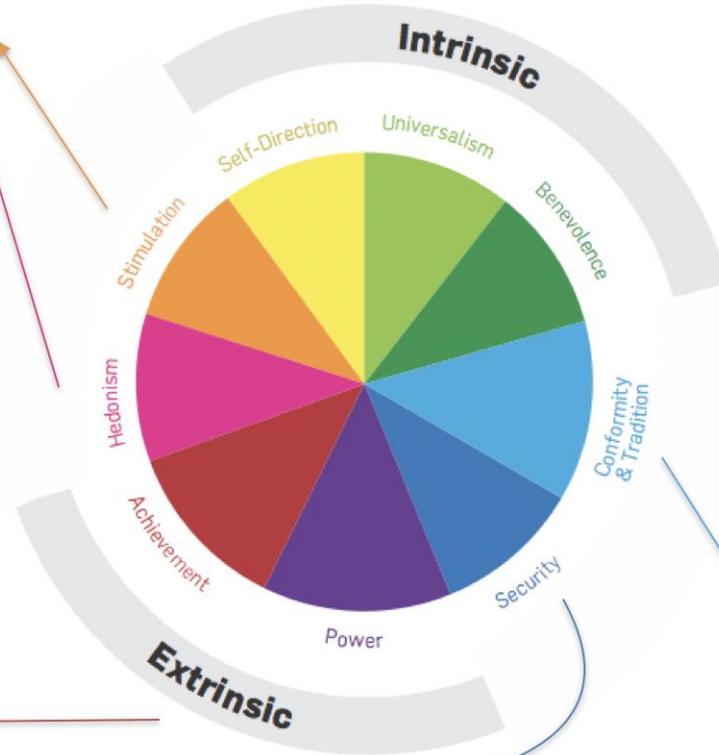


TEXT B:

?

ACHIEVEMENT + POWER + SECURITY

- Selfish
- Competitive
- Antagonistic
- Anxiety & depression
- High environmental footprint
- Nationalism
- Homophobia
- Racism
- Anti-immigrant
- Sexism (hostile)
- Military solutions
- Social dominance orientation
- Intolerance of ambiguity

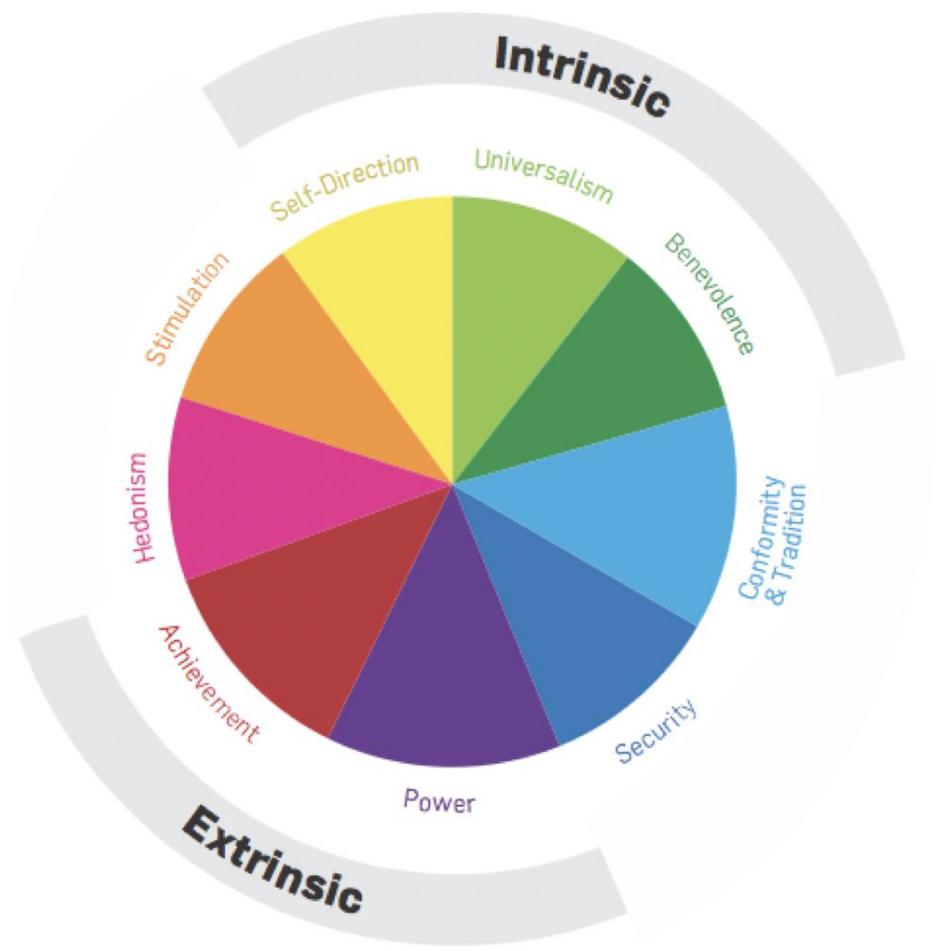


SELF DIRECTION + UNIVERSALISM + BENEVOLENCE

- Altruism
- Cooperation
- Environmental behaviours
- Interest in big issues
- Corporate accountability
- Politically activism
- Peacefulness
- Tolerance and acceptance
- Human rights
- Poverty
- Fair trade
- Volunteering
- Donating

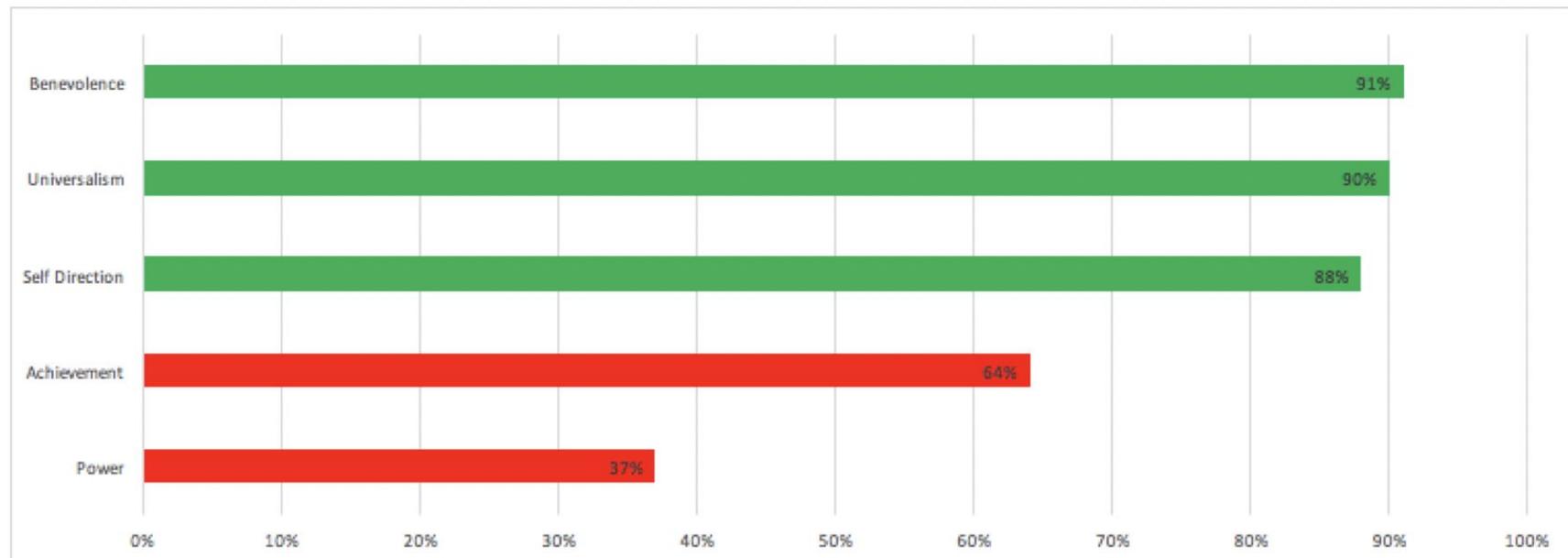
CONFORMITY + TRADITION

- Homophobia
- Racism
- Sexism (benevolent)
- Anti-immigrant



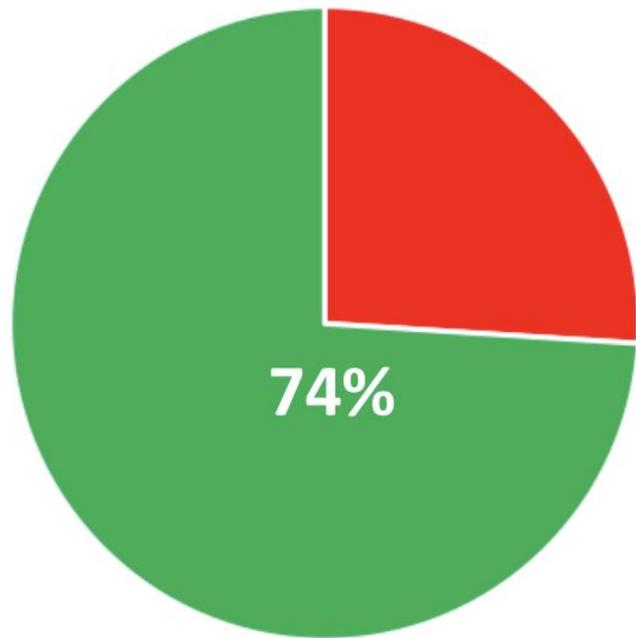
New Zealand Values

(from World Values Survey - 2011)

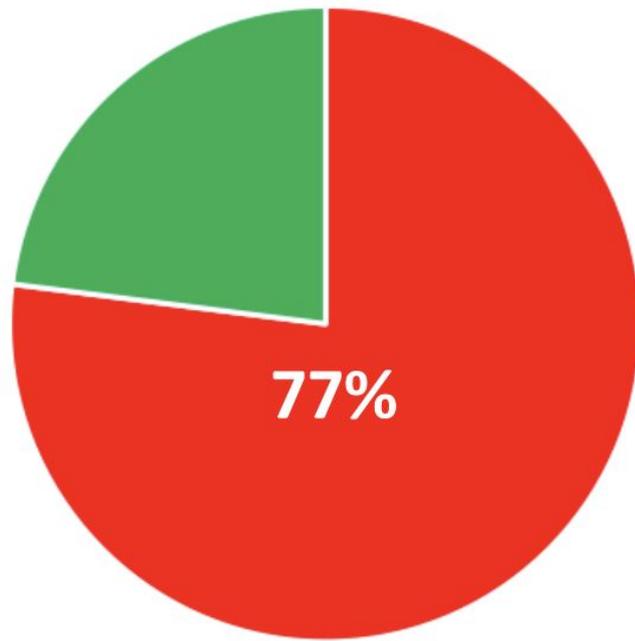


Perceptions matter

Common Cause Foundation (2016)



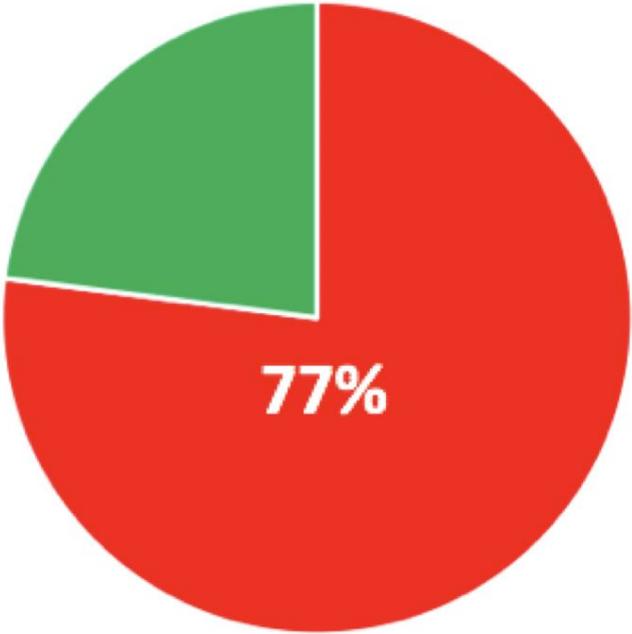
Reality



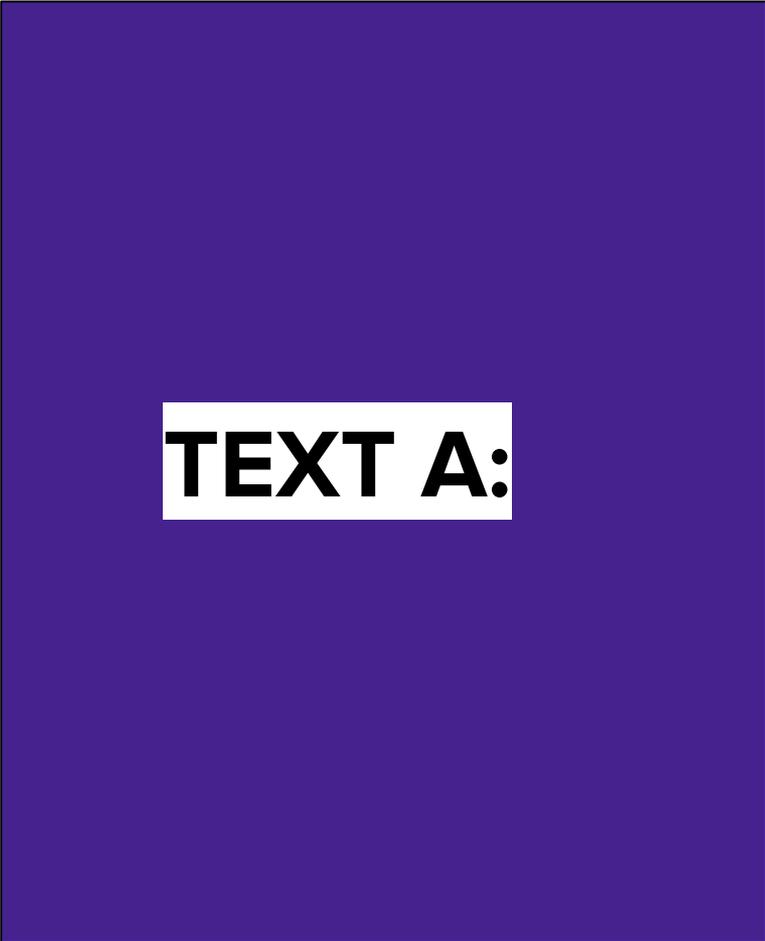
Perceptions

Perceptions matter

Common Cause Foundation (2016)



Perceptions



TEXT A:



TEXT B:

No Cause in an Island

Crompton, Weinstein, Sanderson, Kasser, Maio & Henderson (2014)



Willing to offer support to disability organisation?

No Cause in an Island

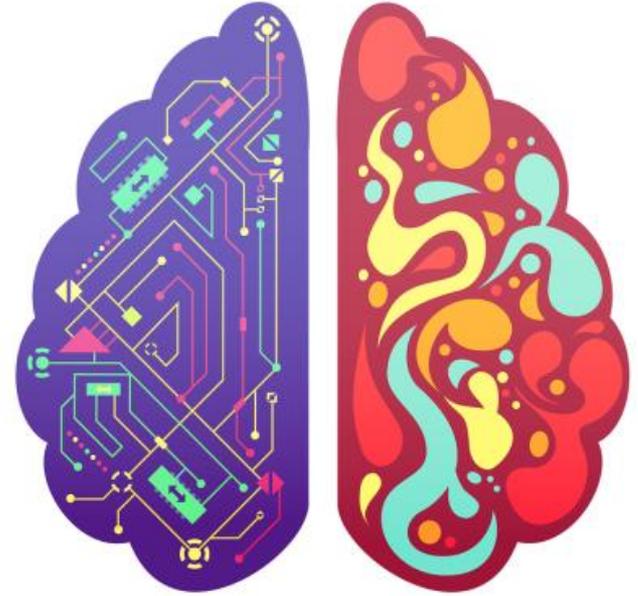
Crompton, Weinstein, Sanderson, Kasser, Maio & Henderson (2014)



Willing to offer support to an environmental organisation?

Values are more powerfully associated with how information is assimilated than gender, education, knowledge, politics.

Researchers found emotion was the largest predictor of how people responded to facts on nanotechnology.



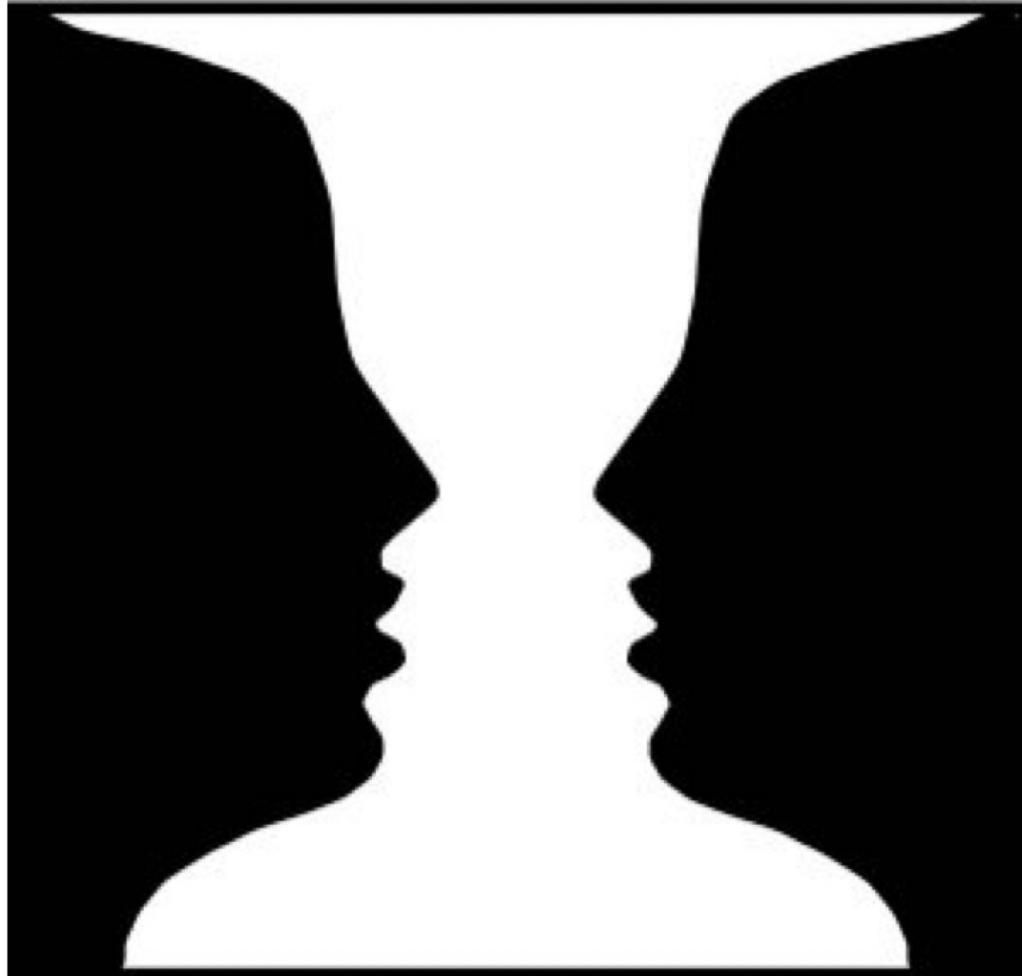


Beliefs

Feelings

logic

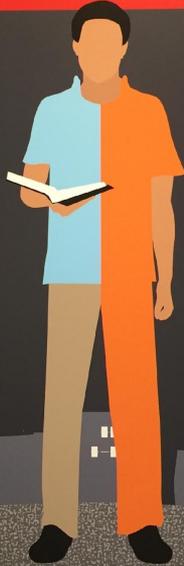




**The
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Cost of College v. Cost of Prison



\$16,000

Average annual cost per student
in a Pennsylvania public university.²

\$42,000

Average annual cost per prisoner
in Pennsylvania.¹

Graphic courtesy of Jason Pellegrini and Heather Berger.
The Pennsylvania State University.
© 2017 The Pennsylvania State University. All rights reserved.
1. The Pennsylvania State University, 2017. Cost of incarceration
2. The Pennsylvania State University, 2017. Cost of incarceration

MYTH:
~~**PRISONS ARE
COST-EFFECTIVE**~~

Instead of using its resources to attack poverty, homelessness, drug abuse, and mental illness, the New Zealand government chooses to hide these issues with a \$1 billion band-aid.

10,000 TOO MANY
MARCH AGAINST MASS INCARCERATION
AOTEA SQUARE 12PM 11.2.17



**\$26M TO SAVE
MĀUI DOLPHINS**



**\$26M FOR 0.03%
OF GOVT BUDGET**

wwf.org.nz/maui_dolphin

APN



195 AOTEA QUAY



Cutting him from the budget now

costs all of us later.

Homeless
And Hungry.
Thank you.
God Bless.



A man's face is transformed into a fish's face, with large, protruding lips and a wide, open mouth. He is looking upwards and to the left. He is wearing a blue patterned shirt.

**STOP CLIMATE CHANGE
BEFORE IT CHANGES YOU.**



WWF

for a living planet®

wwf.be

Evoke people's fears and they see only simple solutions to complex but solvable problems.

GOOD NEWS!!

**The
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We can ‘prime’ helpful values so people become receptive to pro-social & environmental ideas.

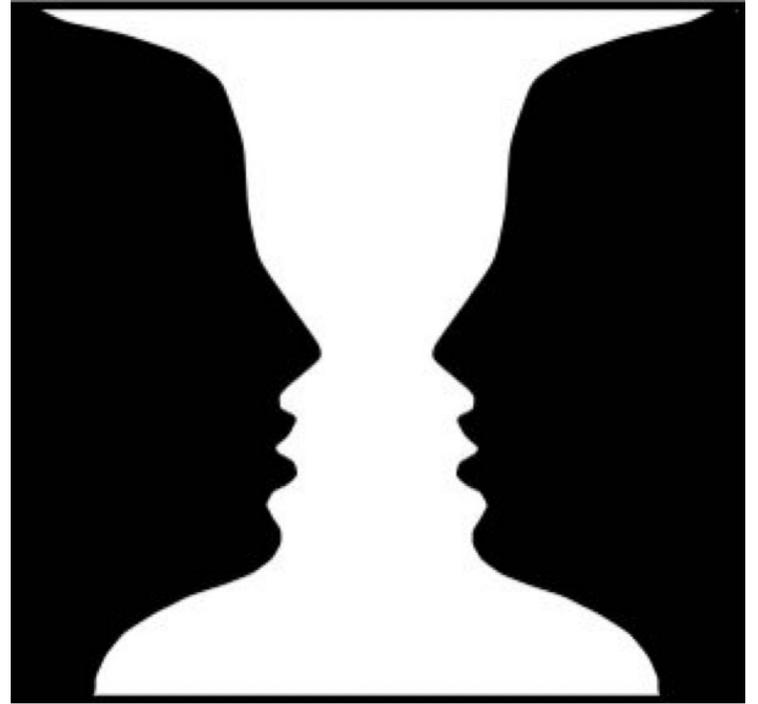


A mothers love wins through

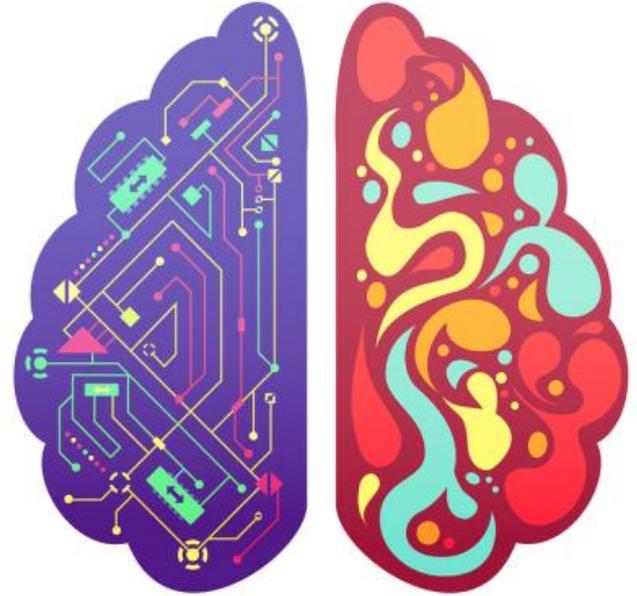




People hold
**complex &
conflicting** values
but most prioritise
intrinsic values.



Use intrinsic values
to **switch** people
into most helpful
frame & keep them
there.



Give people
evidence your
strategy is **credible**
& that your plan
can work.



The
Workshop

Remind people
they're not alone -
many who care, will
act & are powerful
together.

Introductory workshop & Masterclass

March 28 & 29, Wellington

www.theworkshop.org.nz/training

The logo for 'The Workshop' is located in the bottom left corner. It consists of the words 'The' and 'Workshop' stacked vertically in a bold, white, sans-serif font. The text is contained within a dark blue rectangular area that is set against a background of diagonal orange lines.

**The
Workshop**