

Communicating Successfully: Helping Your Coworkers See “Green”

Sustainability Advocate Orientation
October 10, 2008



NYU SUSTAINABILITY
ADVOCATE PROGRAM



What is Successful Communication?

Successful advocates communicate:

- Enthusiastically
- Respectfully
- Persuasively
- Calmly
- Knowledgeably



The Steps to Success

- 1. Clarify Your Goals**
- 2. Identify Your Key Partners**
- 3. Plan Your Message**
- 4. Recognize Potential Barriers**
- 5. Deliver Your Message**
- 6. Evaluate Your Effectiveness**



1. Clarify Your Goals

The goal of persuasive communication: to influence the change of another person's beliefs, attitudes and behaviors.



2. Identify Key Partners

Your Friends
Like-minded people
Stakeholders
Supervisors
Managers
Project Team Leaders
Others??



3. Plan Your Message

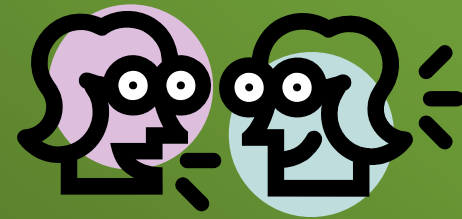
- What are their real needs at work?
At home?
- What do they really care about?
- How can your suggestions help meet these needs?



4. Recognize Potential Barriers

- Culture and Language Differences
- Status and Roles at NYU
- Perceptions and Assumptions
- Poor Communication Skills
- Emotional Issues
- Time Management Issues
- Misinformation
- Poor Rapport and Lack of Trust

BARRIERS



Tips to Addressing the Barriers

- Identify the barriers
- Change your own behavior
- Arm yourself with information and skills
- Communicate calmly and with respect
- Use language that everyone understands
- Set up a time to talk
- Other tips?



5. Deliver Your Message

Be aware of your:

- Tone of voice
- Body language
- Facial expressions
- Hand gestures
- Listening skills
- Questioning skills





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QUESTIONS?
COMMENTS?
IDEAS?



3. Plan Your Message

Create a Purpose Statement

"At the end of this talk, I want my audience to know _____ and to understand how it can help them do _____."



“When one is to succeed in leading a person to a certain place, one must above all take care to find out where he is and start there.”

Soren Kierkegaard



How to Evaluate Your Communication

