



Coffee Talk

BREWING UP INNOVATION AND INSPIRATION

Tips from our session held on January 29, 2015

Challenge Perceptions

"Hmmm, I hadn't considered that"

Your argument must win when compared with what employees already believe or hear.

- ✓ Why do they think the way they do?
- ✓ What do they believe or hear that is keeping them from doing the desired behavior/action?
- ✓ Does my argument win if they compare it to what they already believe?



Motivate Effort

"This is worth some serious thought"

Your messages must resonate with employees. Focus on what's important to them.

- ✓ Am I thinking like my employees?
- ✓ What do employees find important enough to motivate them?
- ✓ Do my messages touch on a personal value, outcome or social image?



Remember my attention span: **8 seconds**

Minimize Effort

"This isn't too hard to think about"

Content must be in an easy-to-understand format and stripped of unnecessary, nice-to-know information.

- ✓ Just because you have the room to say it, doesn't mean you should.
- ✓ Is my message written like we talk? (Phrases and incomplete sentences are OK.)
- ✓ If employees didn't see this content, would it prevent them from taking the desired action? If it wouldn't, take it out.

Co-create Content

Involve members of your target audience in creating the messages. They should be folks that represent the majority of your audience (not supporters or detractors). Together, you can create messages that challenge perceptions and motivate desired behavior/action.

The single biggest problem in communication is the illusion that it has taken place.
~ George Bernard Shaw