

# Mainstreaming waterwise



## Masterclass series 2020

### Masterclass 4: Communication and influence

9am – 4pm, Wednesday 19 August, Saxons, L4/140 St Georges Tce, Perth.

Whether you are trying to launch new ideas, gain project support, develop a business case or share information to broader audiences, skills in communication and influence will have a dramatic impact on how successful you are in meeting your objectives. This course is designed to help you communicate with impact and inform your influencing tactics to gain buy-in from your stakeholders and decision makers. It will also explore the notion of leadership as a process of influence.

#### Learning outcomes:

On completion of this Masterclass participants should be able to:

1. Identify and assess the types of knowledge, skills and networks typically needed for successful influencing in IWM
2. Integrate insights from behavioural science into communication
3. Evaluate how to tailor messages for different audiences and evaluate the most appropriate communication media
4. Construct and deliver an effective presentation to get buy-in for new projects

#### Outline of session:

- Tailoring communication style to your audience
- Leadership as a process of influence
- Skills required for improving horizontal and vertical influence
- Introduction to behaviour change model
- Effective presentation skills

#### The benefits of attending:

- Increase your ability to create change by tailoring your communication style to your audience
- Strengthen your knowledge, skills and networks required to influence better outcomes
- Enhance your leadership and success in project delivery by refining your influencing skills to achieve better outcomes
- Improve your presentation skills
- Strengthen your regional networks and connect with key individuals involved in IWM planning

#### Pre-class material:

1. **Science of persuasion:** <https://www.youtube.com/watch?v=cFdCzN7RYbw>  
This video is based on the work of Dr Robert Cialdini, author of the book 'Influence'.

2. **Influence:** <https://www.youtube.com/watch?v=B4vqQmXEJao&feature=youtu.be>  
Meg Argyriou from Climateworks Australia, talking about how they seek to maximise influence by tailoring communication for difference audiences.
3. **Fishermens Bend –Plan for the future:** <https://www.youtube.com/watch?v=Tvi42drOOBQ>  
This is a promotional video of Fishermens Bend, in Victoria. It highlights one way of communicating a project to a wide audience.

### **Expert speakers**

#### **A/Prof Helen Fordham, Associate Professor, Media and Communications, UWA**

Helen is an experienced Researcher, Writer, Educator and Communication Strategist with strong links to water resources management.

#### **Jeremy Maher – Manager, Sustainability and Environment, City of Bayswater**

Jeremy's vision and leadership has led to industry wide recognition and policy changes that resulted in better outcomes for the community and the environment. Jeremy was the WA Water Professional of the Year in 2019.

#### **Shelley Shepherd – Director, Urbaqua**

Shelley is the Program Manager of New Water Ways. She has been working with industry for over 15 years to improve the understanding and delivery of water sensitive cities.

### **NWW Masterclass 4 – Communication and influence - Detailed program**

9:00	Introduction and overview
9:30	Leadership as a process of influence
9:50	Ten commandments of influence
10:30	TEA
10:50	Ten commandments of influence (continued)
11:45	Three essential communication skills
12:45	LUNCH
13:20	Framing, terminology and use of images
13:40	Analysing a good, water related, talk
14:20	Message features
14:40	Activity: What do people remember?
14:50	Communicating for behaviour change
15:10	BREAK
15:20	Elevate your pitch
15:50	Feedback
16:00	CLOSE

### **Registration**

Cost: \$195 (excl GST) per Masterclass.

To register for individual Masterclasses, [please click here](#)

For more information, please contact Julianne Olson, New Water Ways Officer on 08 9328 4663 or [info@newwaterways.org.au](mailto:info@newwaterways.org.au)

\* This offer is only available to the same individual registering for all 4 Masterclasses and is non-transferable.