



# Humanizing Communication

*The Power of Empathy*

PRESENTED BY





# ABCS OF WATER COMMUNICATION

Assessment





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Branding





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Content





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Strategy





# **WHAT IS LIZARD BRAIN AND WHY DOES IT MATTER TO COMMUNICATION?**





# THE WHYS

## *EXTERNAL*





**We live in  
an era of  
distrust**





**We live in  
an era of  
distrust**

Only **18% of Americans trust  
the government** and only  
**13% of Americans trust their  
government leaders.**





“

The moment there is  
suspicion about a person's  
motives, everything he does  
becomes tainted.

---

**MAHATMA GHANDI**





# Trust Measures

- 13 Extend Trust
- 12 Keep Commitments
- 11 Listen First
- 10 Practice Accountability
- 9 Clarify Expectations
- 8 Confront Reality
- 7 Get Better
- 6 Deliver Results
- 5 Show Loyalty
- 4 Right Wrongs
- 3 Create Transparency
- 2 Demonstrate Respect
- 1 Talk Straight





# **INCREASING COSTS AND AFFORDABILITY ISSUES**





# **THE RISE OF SOCIAL MEDIA AND THE SPREAD OF MISINFORMATION**





# FEAR-BASED MESSAGING





# THE WHYS

## *INTERNAL*





# THE LIZARD BRAIN IS OUR DEFAULT





**WE ARE HARDWIRED  
TO FREAK OUT**













**WHO MATTERS MOST TO  
YOUR MESSAGE?**





**AUDIENCE**  
**AUDIENCE**  
**AUDIENCE**

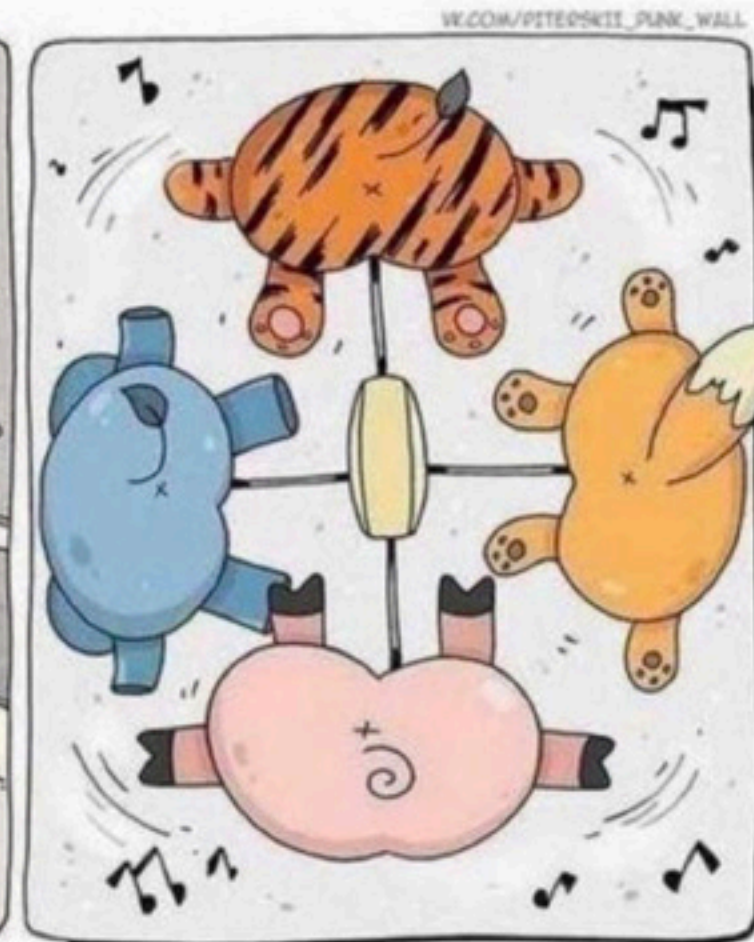




## Clients



## Users





**AUDIENCE**  
**AUDIENCE**  
**AUDIENCE**





“

Everyone is not  
your customer.





“

If your audience  
isn't listening, it's  
not their fault.  
It's yours.





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# CONTENT





# CONTENT

**GREAT CONTENT BEGINS WITH  
ATTENTION TO DETAIL**

Say. Do. Think. Feel.





# **NAME YOUR AUDIENCES**

**THROW THEM IN CHAT**





# BREAKOUT SESSIONS





“

People will forget what you said.  
They'll forget what you did, but  
they will never forget how you  
made them feel.

---

**MAYA ANGELOU**

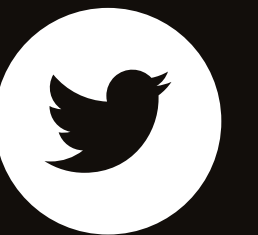




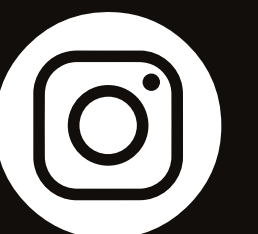


# KEEP THE CONVERSATION GOING

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Water in Real Life podcast



roguewaterlab.org

