

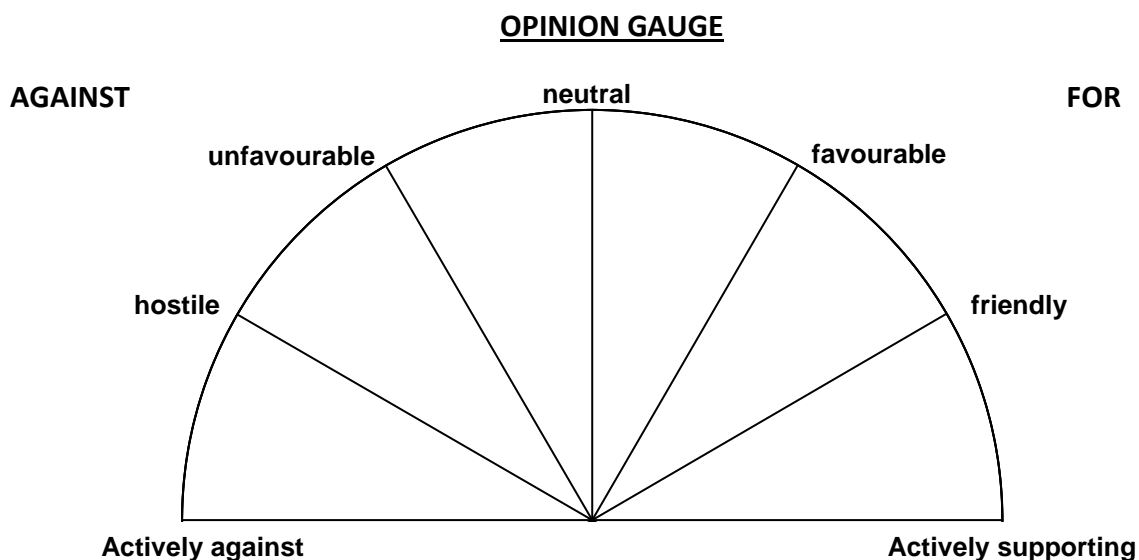
INFLUENCING CHANGE ...BEING CONVINCING

It is important to be aware that different groups may need different information from you at different times. Therefore the purpose of your communication with the public will vary.

For example, considering the gauge below, for different audience (moving from left to right) you might be trying to:-

- allay concern
- generate interest
- recruit active support

In all cases however the aim of your communication will be to try and convince people to move at least one step further up the gauge.



Remember: Communication in all its forms requires a receiver, someone to whom we, as senders, wish to convey a message. For effective communication being heard is not enough; we must also be understood and convincing.

***'we hear only half of what is said to us,
understand only half of that, believe only half of that,
and remember only half of that'***