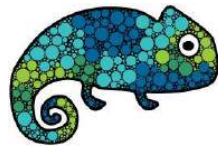

30 ideas in 30 minutes

— effective communication & more —



ROGUE WATER
public communication consultants

one



On average, people only remember 20% of a presentation. Be purposeful in your points.

–Megan Yoo Schneider, CEO, Seven Management and Consulting, Inc.

[Water In Real Life Podcast Episode 07](#)

two



Make a good first impression. Do your customers' feel welcome?

three



Don't guess what your customers care about. Ask them.

–Tom Hickmann, Director of Planning and Engineering, Bend, OR

[Water In Real Life Podcast Episode 18](#)

four



“Incentives are the iron rule of nature. You get what you reward for. If you want ants to come, put sugar on the floor—Charlie Munger”

–Tom Ferguson, Vice President of Programming, Imagine H2O

[Water In Real Life Podcast Episode 11](#)

five



“I would rather you not do public engagement than do it and not use any of the information you got from it.”

–Larry Schooler, Director of Community Engagement and Consensus Building, Engaged Public

Water In Real Life Podcast
Season 2 (Releases in 2019)

six



Perception vs. Reality: believe it or not, only 8% of your population 'hate' you—they're just the loudest.

—Karen Roucher, Policy Analyst & Risk Communications Specialist, Corona Environmental Consulting

Water In Real Life Podcast
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seven



One way or another, you're going to invest in communication, either now or later. Might as well do it in the beginning so you control the narrative.

Todd Danielson, Chief Utilities Executive, Avon Lake Regional Water

[Water In Real Life Podcast Episode 20](#)

eight



Get a hold of your lizard brain. Your customers have amygdalas too.

–Sarah Zink, CEO, Sarah Zink Business Training

[Water In Real Life Podcast Episode 26](#)

nine



Transparency begins by admitting the bias you're bringing to the table.

–Tom Hickmann, Director of Planning and Engineering, Bend, OR

[Water In Real Life Podcast Episode 19](#)

ten



Meters and portals and customers, oh my. Do not assume your customers have any working knowledge of water infrastructure. ANY.

eleven



Communicating to communities where English is the second language is not just a language barrier, but a cultural one as well.

–Stephanie Zavala, Water Smart Innovations 2018 presentation

twelve



Change that improves customer service is the premise of the value proposition.

–George Hawkins, Founder & President, Moonshot
[*Helping Smart Utilities Be Even Smarter*](#)

Water In Real Life Podcast
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thirteen



“If a meeting is longer than an hour, it’s called a retreat.”

–Dr. Laura Bright, TCU Strategic Communications

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fourteen



You can't be afraid to change on the go. You have to be comfortable with adjustment.

–Greg Wukasch, External Affairs Manager, San Antonio Water System

[Water In Real Life Podcast Episode 23](#)

fifteen



Water providers should brand themselves as if their customers have a choice in who they choose for their water service.

–Samantha Villegas, CEO, SaviPR

[Water In Real Life Podcast Episode 14](#)

sixteen



When creating campaigns—think concept album, not a single.

—Duke Greenhill, CEO, Greenhill Partners
[*4 Top Tips for Breathtaking Bumper Ads*](#)

[Water In Real Life Podcast Episode 04](#)

seventeen



You should have a crisis communication plan. You should practice it, update it, and have a backup.

eighteen



Journalists are doing more with less. The bureaus are bare boned. Utilities need to capitalize on this by providing compelling stories journalists may not have previously considered.

–Mike McGill, CEO, WaterPIO

[Water In Real Life Podcast Episode 16](#)

nineteen



When networking remember the 80/20 rule: 80% listening, 20% talking.

–Tia Lebherz, Director of Outreach and Special Projects, CALWEP

[Water In Real Life Podcast Episode 28](#)

twenty



“Sometimes you have to help people move along. Sometimes that’s hard to do. Sometimes that takes a while but if you’re going to bring about change, you have to do it.”

–Tom Hickmann, Director of Planning and Engineering, Bend, OR

[Water In Real Life Podcast Episode 19](#)

twenty-one



“No one ever stormed Washington over a pie chart.”

–Kendall Haven, story researcher and author

[Water In Real Life Podcast Episode 25](#)

twenty-two



Craft your story by beginning with the end in mind. What do you want people to feel after they engage with your story? What do you want them to do?

–Kendall Haven, story researcher and author

[Water In Real Life Podcast Episode 25](#)

twenty-three



Get caught in customers' neural story nets.

–Kendall Haven, story researcher and author

[Water In Real Life Podcast Episode 25](#)

twenty-four



Make Sense Mandate: The Algorithm-magedon of 2015 Explained

–Kendall Haven, story researcher and author

[Water In Real Life Podcast Episode 25](#)

twenty-five



The Curse of Knowledge.

–Kendall Haven, story researcher and author

[Water In Real Life Podcast Episode 25](#)

twenty-six



Quit telling your customers family stories.

–Kendall Haven, story researcher and author

[Water In Real Life Podcast Episode 25](#)

twenty-seven



Everyone has a water story to tell.

–Chris Wolff, Founder, Adventure Hydrology

[Water In Real Life Podcast Episode 24](#)

twenty-eight



“Quit picking fights and go make something.”

–Austin Kleon, author, *Steal Like an Artist*

twenty-nine



“Do not be afraid of the work that has no end.”.

–Scott Harrison, founder of Charity:Water, author of Thirst

thirty

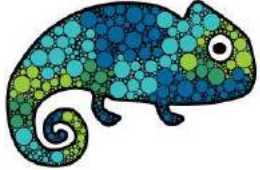


Smile.

–Khun Khunaraksa, Portfolio Manager, Water.org

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thank you.



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