How To Win Advocates & Influence the Masses
Through Collaboration, Persuasion, and Presentation
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Fitting the Pieces 2016
Agenda

- Introduction-
- Networking & Collaborating, Why?
- Examples from the CSU & UC
- Presentations and trainings what’s the difference
- How to make effective presentations
- Trainings how to make them effective and engaging
- Conclusion: “Effective messaging through PERSUASION”

“A man convinced against his will is of the same opinion still”
- Dale Carnegie, How to Win Friends & Influence People
Overview

- Why this is important for the CSU from a system wide perspective
- Who cares about collaborating?
Teamwork

“If everyone is moving together then success takes care of itself”
- Henry Ford
Partnerships

“Whenever you go out-of-doors, draw the chin in, carry the crown of the head high, and fill the lungs to the utmost; drink in the sunshine; greet your friends with a smile, and put soul into every handclasp.”

Dale Carnegie

How to Win Friends and Influence People
“Partnerships”- CSU Campus

**Internal**
- Environmental Health and Safety
- Risk Management/WC
- Human Resources
- Police
- Facilities Management
- Campus Counsel
- Parking and Transportation
- Campus Recreation
- Student Affairs (counseling center, health education, clinic, dining and food services)
- Academic Administrators

**External**
- CSURMA
- Alliant
- Third Party Claims Administrator & Consultant
- Office of General Counsel
- Occupational Health Clinics
- Private Investigators
- Contractors, CIH, CSP, etc.
- Listserv’s/Distribution Lists
Partnerships & Collaboration

- 2 or more working together on the same goal, creating a product, or ideas. It's not new but it is improved due to technology and culture

*Source: Caroll & Tao, MIT open coursewear, 2006
CSU “Collaborations”

**Internal**
- WERCS
- Affinity Groups
- Workgroups (WERCS Members & CSU Affiliates)
- CPDC & EHS (SWMP & Fac mgmnt conf)

**External**
- University of California
- Safety Training Consortium
- Neighboring Community Colleges & Universities
- Local Industry
- Vendors, Contractors
- Professional Associations
  - URMIA, CSHEMA, etc.
Collaboration

- Affects your reputation
- Provides for SYNERGY amongst Colleagues
- Produces products that are faster, better and more inclusive (subject matter & diversity)
- Leadership through...

“Persuasion”

AMANVANA
Fiscal & Administrative Benefits

- Contracts amongst CSU campuses
- Contracts & Agreements CSU/UC Campuses
- Partnerships for expertise
  - Theatre Safety Audit
  - Training: Chemical Hygiene Officer Course Offered By UC
  - Web based training assets from the Safety Training Consortium
  - Web based assets from UC
  - Web based programs from UC
“Personally I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms. So when I went fishing, I didn’t think about what I wanted. I thought about what they wanted. I didn’t bait the hook with strawberries and cream. Rather, I dangled a worm or grasshopper in front of the fish and said: "Wouldn't you like to have that?"

Why not use the same common sense when fishing for people?
Thank you
Collaboration
Persuasion
Presentation
Collaboration

Persuasion

Presentation
Collaborative Tools

Webconference
- Zoom
- Adobe Connect

File Sharing
- SharePoint
- Google Drive

Brainstorming
- Realtime Board
- scrumblr
- mindmeister
- TWIDDLA
Collaborative Tools

Samples
- WebEx
- Realtime Board
- Twiddla
- Scrumblr
- Mindmeister
- Sharepoint
Collaboration
Persuasion
Presentation
Be appreciative

Thank you...

No thank you.
Ethos, Pathos, and Logos

“Trust me.” Build credibility

“Here’s a story about...” Tap into emotion

“Statistics say...” Speak to logic

Aristotle described three routes to change the mind of another
Ethos, Pathos, and Logos

WITHOUT Indifference.
Generate a need

Sacrity

Urgency

WHO CARES?!
Frame with a loss
Get consensus

“What do we want to do?”

“Why should I do that?”
Persuasion

Be appreciative

Speak to credibility, emotion, and logic

Generate a need

Frame with a loss

Get consensus
Collaboration
Persuasion
Presentation
Presentations

What is it supposed to mean and why are we talking about it from a collaboration/persuasion standpoint?
Every TED talk in a nutshell

https://www.reddit.com/r/videos/comments/4n9lh3/every_ted_talk_in_a_nutshell_more_great_satire
Training

What makes them effective?

- **Interaction** (audience participation or eLearning activities)
- **Storytelling** (to make concepts real)
- **Instructional design** (to ensure you’re not blabbing away)
Go to www.menti.com and use the code 63 82 64

What is your name?
Nonverbal Communication

Body Language

Verbal

Tone of Voice

Body Language

Words = 7%
Tone = 38%
Body Language = 55%
Verbal communication

A refresher

1. **Enunciate** (speak clearly)
2. Eliminate **fillers**
3. Vary speaking (**expression**)
4. Speak at an appropriate **pace**
5. Use **common language**
After a 1-minute speech people remember 5% of statistics. Meanwhile 63% remember the stories.
Example

Hazard Identification

Some chemicals are harmful enough to be considered hazardous. They have graphics that identify the associated symbols, written names, and hazards.

- **Corrosives**: Can eat through materials and destroy living tissue.
- **Flammables**: Can catch fire easily. May be combustible, or cause fire through friction.
- **Explosives**: Can instantly ignite, produce poisonous vapors when mixed with other chemicals, or can explode.
- **Toxics**: Can be poisonous or cause long-term illness. May be harmful or fatal if swallowed.
What do you remember?
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What do you remember?
Explosive
- Explosives
- Self-Reactives
- Organic Peroxides

Flammable
- Flammables
- Pyrophorics
- Self-Heating
- Emits Flammable Gas
- Self-Reactives
- Organic Peroxides

Corrosive
- Skin Corrosion / Burns
- Eye Damage
- Corrosive to Metals

Toxic
- Acute Toxicity (fatal or toxic)

Physical Hazard
- Explosives
- Self-Reactives
- Organic Peroxides

Health Hazard
- Flammables
- Pyrophorics
- Self-Heating
- Emits Flammable Gas
- Self-Reactives
- Organic Peroxides

- Skin Corrosion / Burns
- Eye Damage
- Corrosive to Metals

- Acute Toxicity (fatal or toxic)
What do you remember?
How we learn

After 2 weeks, we tend to remember...

- 10% of what we READ
- 20% of what we HEAR
- 30% of what we SEE
- 50% of what we SEE & HEAR
- 70% of what we SAY
- 90% of what we SAY & DO

Source: Edgar Dale (1969) Cone of Learning
Backward design

Objectives
Assessment
Content

EH&S Training: Best Practices, Standards and Guidelines is available online at http://stew.ucdavis.edu
Objectives

By the end of this training you should be able to:
1. Use PASS to operate a fire extinguisher
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1. Use PASS to operate a fire extinguisher

Test

1. When using a fire extinguisher: Pull, _____, Squeeze, and Sweep.
   a. Aim
   b. Identify
   c. Stand upright
   d. Understand
By the end of this training you should be able to:

1. Use PASS to operate a fire extinguisher

Test

1. When using a fire extinguisher: Pull, _____, Squeeze, and Sweep.

   a. Aim
   b. Identify
   c. Stand upright
   d. Understand
By the end of this training you should be able to:

1. Differentiate between Rad/Bio/Laser and (Chemical) Hazard Class signs.
Summary

- Collaborate
- Persuade
- Present
In a nutshell

Fundamental techniques in handling people
whether networking, collaborating, or training...

Don’t criticize, condemn, or complain.

Give honest and sincere Appreciation.

Arouse in the other person an eager want.
Conclusion

Effective messaging through collaboration and persuasion provides for winning advocates and influencing the masses.