PUTTING THE PUBLIC IN THE PICTURE
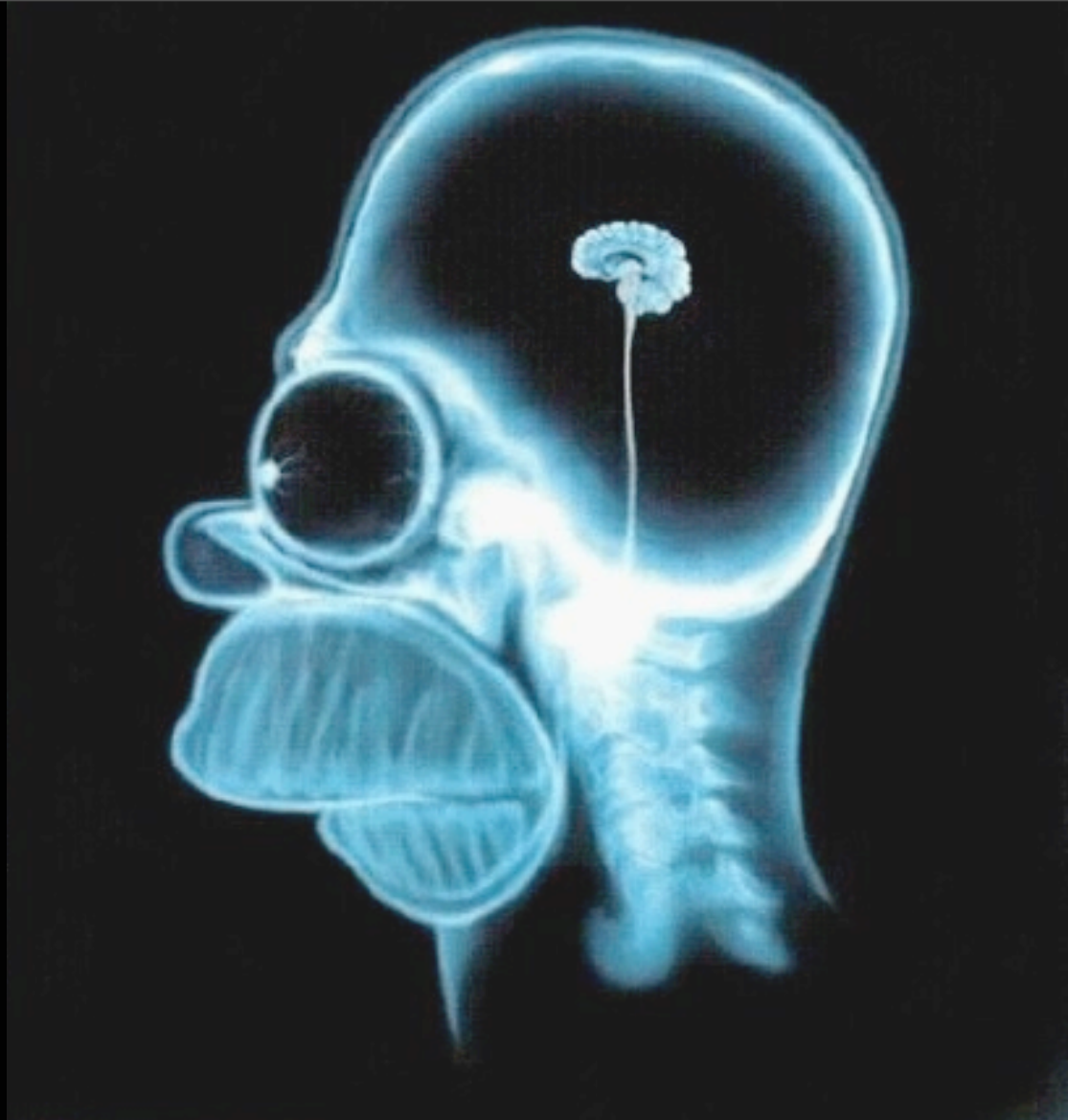
Tony Quinlan

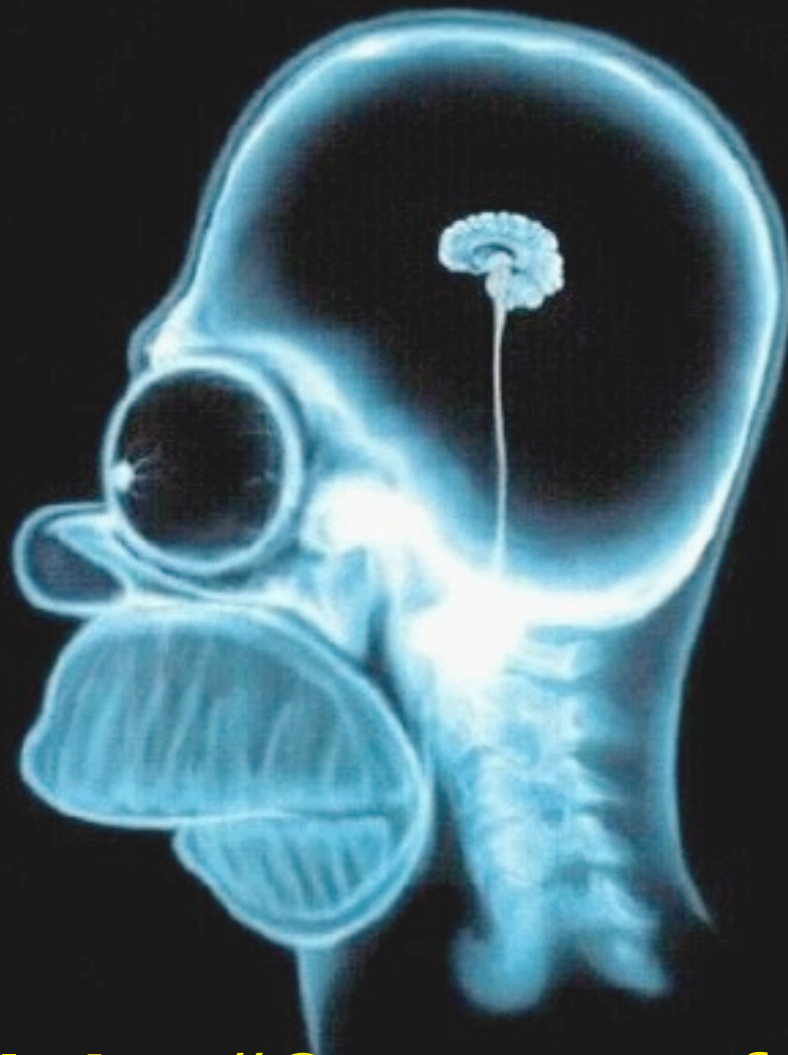**Chief Storyteller**

Narrate

National Speed Limits (mph) - UK
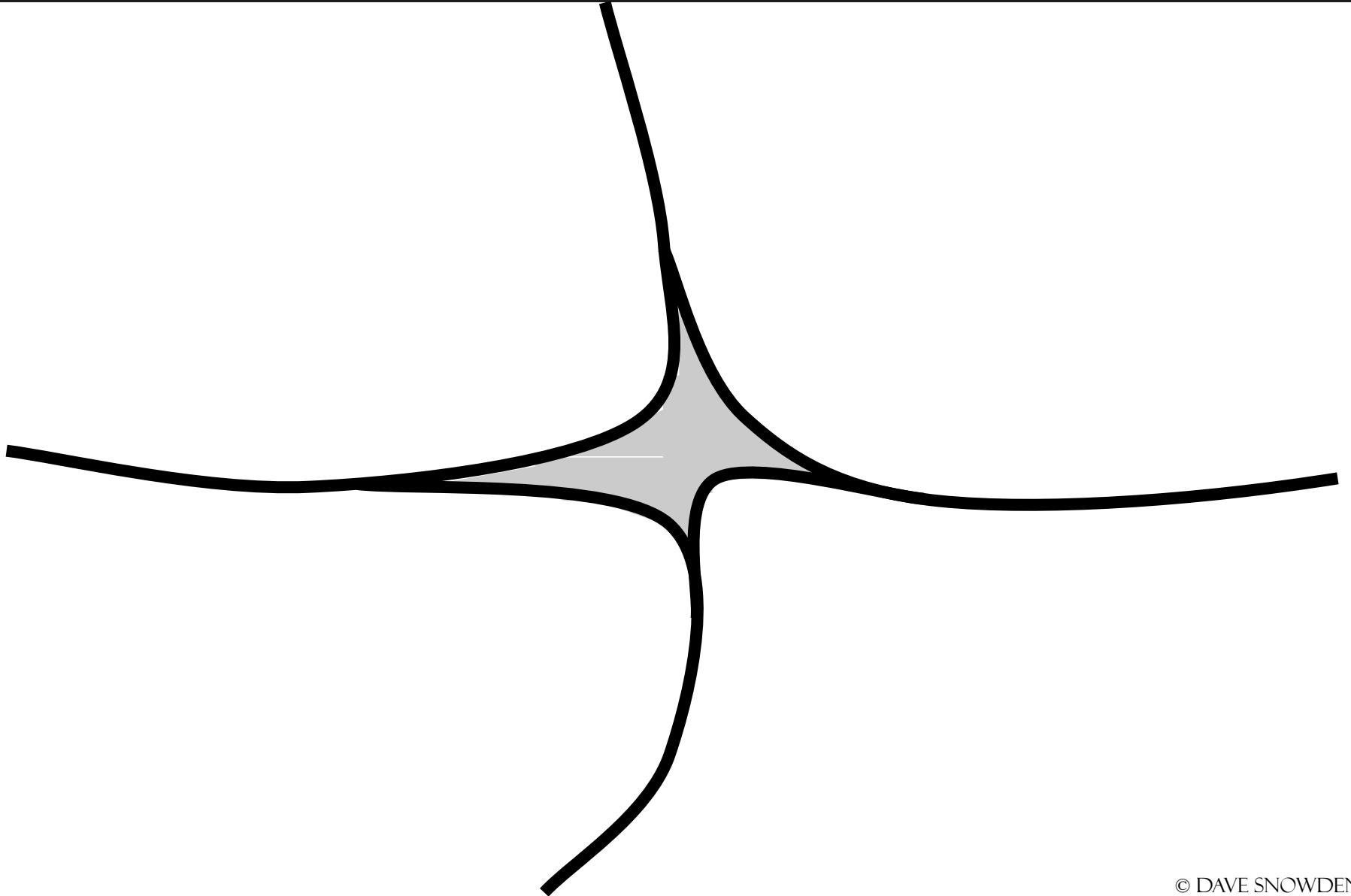
Vehicle type	Built up areas	Open areas single carriageways	Open areas dual carriageways	Motorways
Cars	30	60	70	70
Cars towing caravans or trailers	30	50	60	60
Buses and Coaches	30	50	60	70
Goods vehicles - under 7.5 tonnes loaded	30	50	60	70
Goods vehicles - over 7.5 tonnes loaded	30	40	50	60

Gary Klein, "Sources of Power"

CYNEFIN DOMAINS

SIMPLE

Sense

Categorise

Respond

CYNEFIN DOMAINS

COMPLICATED

Sense

Analyse

Respond

SIMPLE

Sense

Categorise

Respond

CYNEFIN DOMAINS

COMPLICATED

Sense

Analyse

Respond

CHAOS

Act
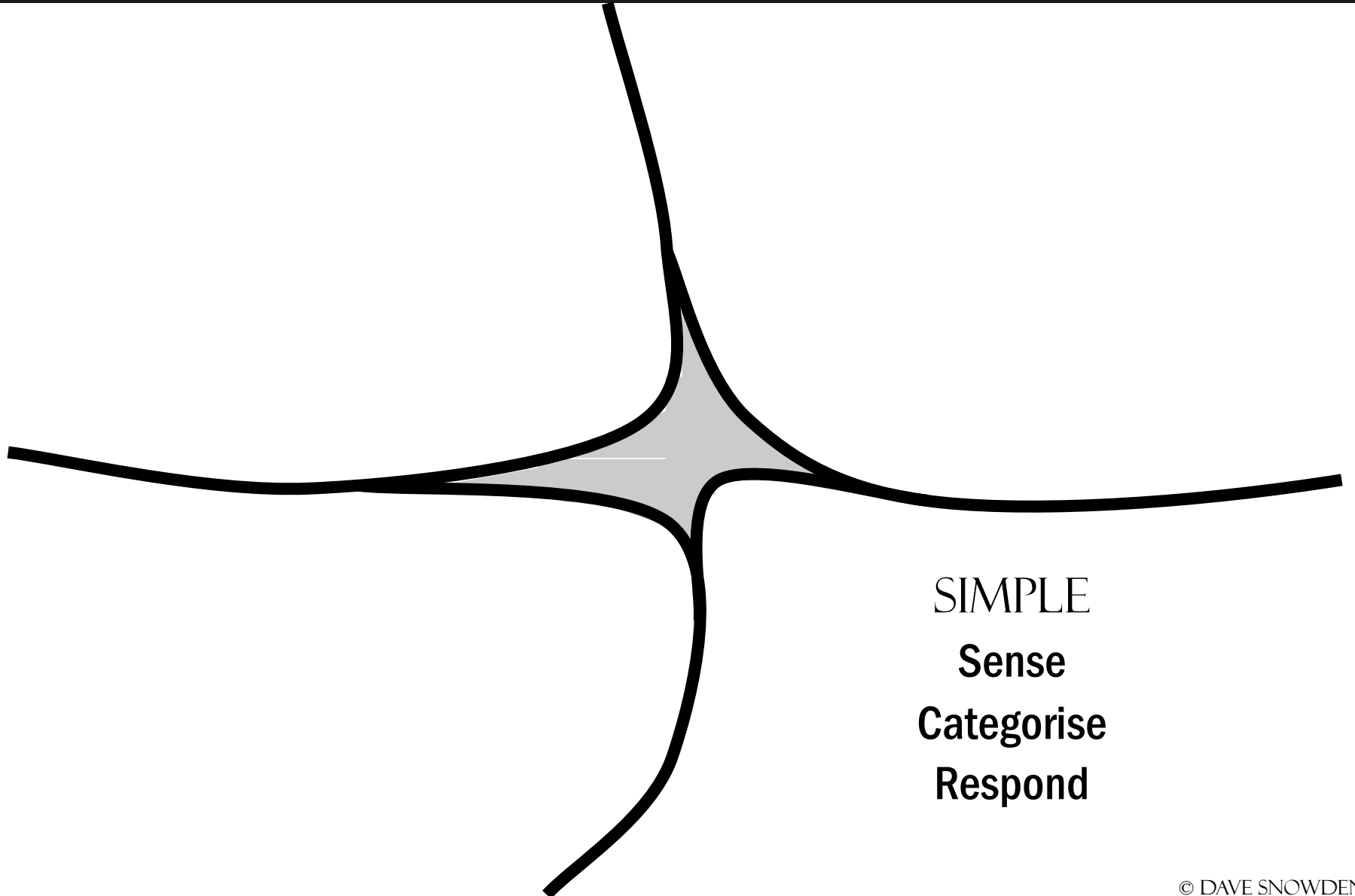
Sense

Respond
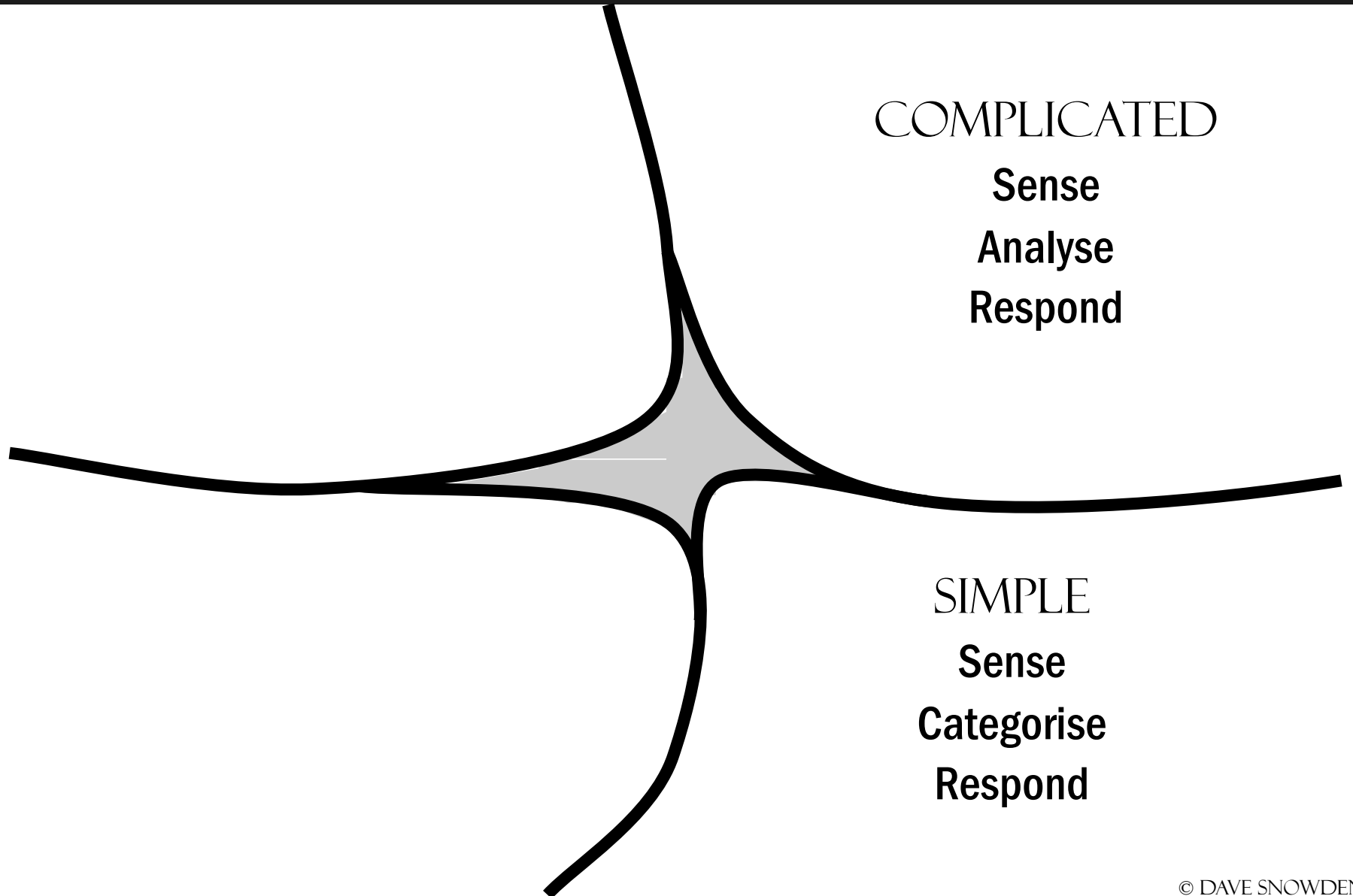
SIMPLE

Sense

Categorise
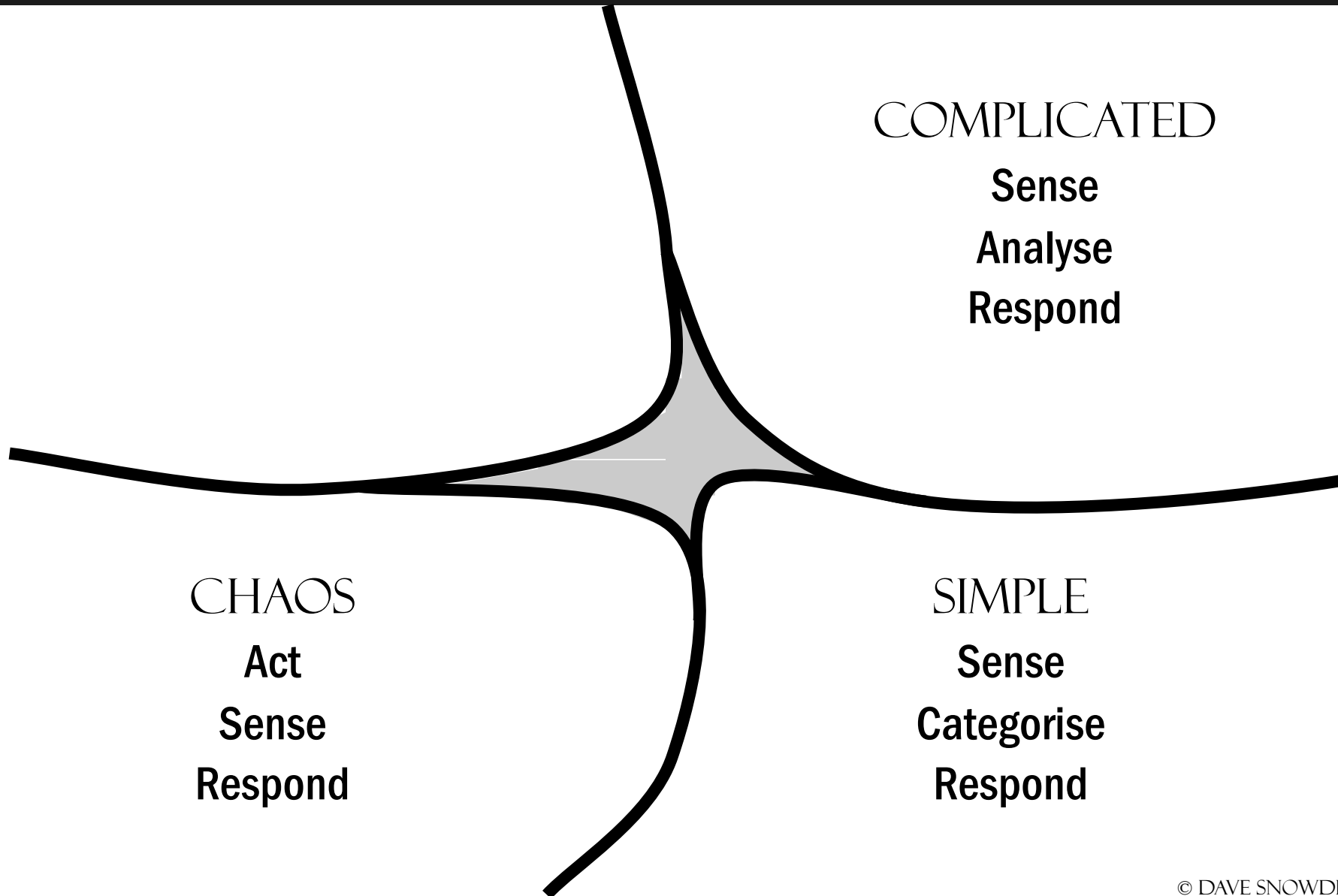
Respond

CYNEFIN DOMAINS

COMPLEX

Probe
Sense
Respond

COMPLICATED

Sense
Analyse
Respond

CHAOS

Act
Sense
Respond

SIMPLE

Sense
Categorise
Respond

© DAVE SNOWDEN

SOCRATES AND THE BIRTHDAY PARTY

SOCRATES AND THE BIRTHDAY PARTY

SOME BASIC PRINCIPLES

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- The interesting bits are often the exceptions
  - But if the exceptions are all the public are seeing...

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SOME BASIC PRINCIPLES

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    - But if the exceptions are all the public are seeing...

- Abstractions do not work as communication

- It's about what you tolerate, as well as what you will not

    - But even more about what you extol

- A decision is not enough communication

LOCAL LEGENDS

LOCAL LEGENDS

LOCAL LEGENDS

LOCAL LEGENDS

LOCAL LEGENDS

LOCAL LEGENDS

MYTH AND METAPHOR

MYTH AND METAPHOR
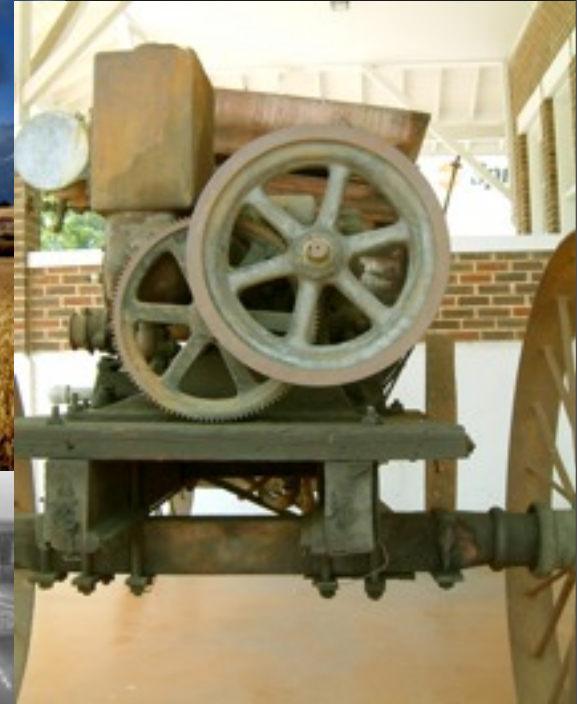
MYTH AND METAPHOR

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BEING UNDERSTOOD

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BEING UNDERSTOOD

- **Mind your language**
  - Don't educate them about your language, just use theirs
- **Illuminate the context**
  - Speak about details, not broad brushstrokes
- **Assume as little as possible**
  - A big change for you may not register on their world

CHANGING THE LANDSCAPE

CHANGING THE LANDSCAPE

* **Beliefs are not beaten by facts**

CHANGING THE LANDSCAPE

- **Beliefs are not beaten by facts**

- **Changing myths can take a long time**

  - **Demonstrate real change**

  - **You need radically different behaviour**

CHANGING THE LANDSCAPE

- **Beliefs are not beaten by facts**

- **Changing myths can take a long time**

  - Demonstrate real change

  - You need radically different behaviour

- **Some tools may be out of your reach**

173,829

7

173,829

7

173,829

2,938

7

173,829

2,938

78

7   35,684

173,829

2,938

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139

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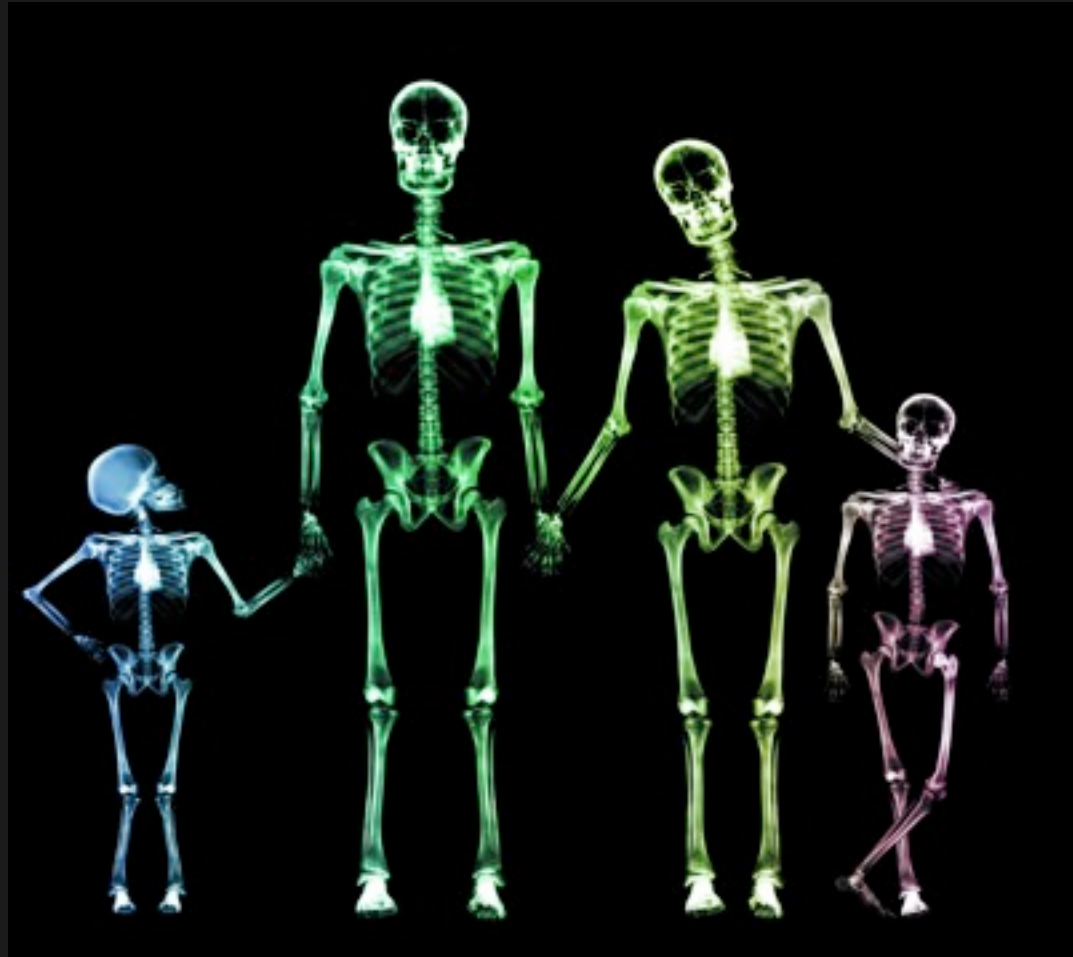
35,684

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7   35,684

78,900   93   3,487

5307   2

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78,900

CHANGING PERSPECTIVES

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CHANGING PERSPECTIVES

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  - But avoid naming or focussing on the exceptions
- Guide staff to reflect on their own experiences
- Identify touchpoints

ARCHETYPES

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- Richer, not black-and-white

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ARCHETYPES

- Not stereotypes
- Richer, not black-and-white
- Make them real, but don't use examples from actual cases
- Many different uses

GP

GP

EDUCATION
AUTHORITY

GP

EDUCATION
AUTHORITY

SCHOOL

GP

POLICE

EDUCATION
AUTHORITY

SCHOOL

GP

POLICE

47

EDUCATION
AUTHORITY

SCHOOL

INTERNAL RESPONSES

INTERNAL RESPONSES

ANECDOTE CIRCLES

- One person recalls an experience at a time

- One person recalls an experience at a time
- Gives it a title

- One person recalls an experience at a time
- Gives it a title
- Others write down 'what they get' from that anecdote

BE BRAVE

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