Ocean’s Of Opportunity

In A Sea Of Of Change
Law Of Two Feet
Vibrate Please
Tweet Unto Others As You Would Have Them Tweet Unto You.
Tweet Something Good
Before You Tweet
Something Bad
Seek First To Understand
Safe space to agree, disagree, ponder & question
FREE PASS
ABOUT ME

• Coal Miner’s Grandson
• West Virginia Hillbilly
• Nonprofit Junkie
• Political Aide
• Presentation Explorer
• Education Evangelist
Executive Vice President
Education & Engagement
If you could have any super power what would it be?
1) Discuss why public education is critical to your job.
2) Identify how to develop a community based social marketing plan.
3) Analyze why it’s better to be proactive with a plan than reactive as enforcers.
4) List the various pressure points to use for behavior change.
Your Turn

Which of these LOs important to you?
1. Discuss why public education is critical to your job.

2. Identify how to develop a community based social marketing plan.

3. Analyze why it’s better to be proactive with a plan than reactive as enforcers.

4. List the various pressure points to use for behavior change.
WHY
Engage more citizens
Extend the reach of your messages & content
Cost savings/avoidance
Attitude/Behavior Change
IMPORTANT MESSAGE
5 Steps To Attitude Change
1. Get The Facts

Research community needs focus groups, surveys, etc.
2. Involve The People

Identify those who have influence over target areas.
3. Develop A Plan

Should address WHO, WHAT, WHERE, WHEN & WHY. Then identify tools & resources.
4. Focus on Results

Goal is to achieve measurable community improvement results.
5. Provide Positive Reinforcement

To motivate individuals to sustain environmental & quality of life changes.
Your Turn

Which of these 5 steps should you focus on for your plan?
5 Steps To Attitude Change

1. Get The Facts
2. Involve The People
3. Develop A Plan
4. Focus On Results
5. Provide Positive Reinforcement
Pressure Points For Behavior Change

To motivate individuals to sustain environmental & quality of life changes.
Pressure Points For Behavior Change

1. Education (think broadly)
Pressure Points For Behavior Change

1. Education (think broadly)

2. Codes, laws, ordinances
Pressure Points For Behavior Change

1. Education (think broadly)

2. Codes, laws, ordinances

3. Enforcement (consistent, effective)
Pressure Points For Behavior Change

1. Education (think broadly)
2. Codes, laws, ordinances
3. Enforcement (consistent, effective)
4. Tools and resources
Which of these Pressure Points does your utility need to employ and improve?
Pressure Points For Behavior Change

1. Education (think broadly)
2. Codes, laws, ordinances
3. Enforcement (consistent, effective)
4. Tools and resources
Tools & Resources (combination of...
Tools & Resources (combination of…)

1. Individual Commitment
Tools & Resources (combination of…)

1. Individual Commitment

2. Social Diffusion (influencers model)
Tools & Resources (combination of...)

1. Individual Commitment

2. Social Diffusion (influencers model)

3. Prompts (auditory & visual aids)
Tools & Resources (combination of...)

1. Individual Commitment
2. Social Diffusion (influencers model)
3. Prompts (auditory & visual aids)
4. Norms
Tools & Resources (combination of...)

1. Individual Commitment

2. Social Diffusion (influencers model)

3. Prompts (auditory & visual aids)

4. Norms

5. Communication
Tools & Resources (combination of...)

6. Incentives

7. Technology & Structural Changes
1) Discuss why public education is critical to your job.
2) Identify how to develop a community-based social marketing plan.
3) Analyze why it’s better to be proactive with a plan than reactive as enforcers.
4) List the various pressure points to use for behavior change.
Thank You
Images by:

- smig44_uk
- Courtney.Carmody.com
- Andreas Rueda
- Manic Toys
- Johansonin
- themaninblue
- lucia.sartoni
- oxmour
- AndyG
- larskflem
- sridgway
- S/L

- danorbit
- Utenriksdept
- mayorgavinnewsome
- Raymond Larose
- darkmatter
- JimmyHarris
- wonderfulhorriblelife
- theloushe
- twenty-questions
- dangerouslyirrelevant.org
- AdamFoster