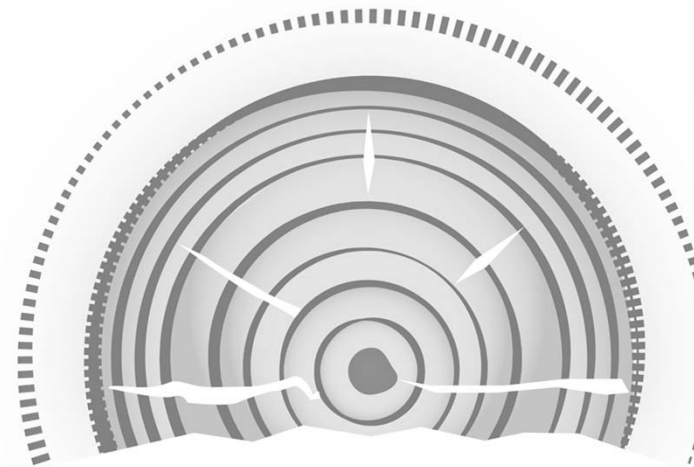


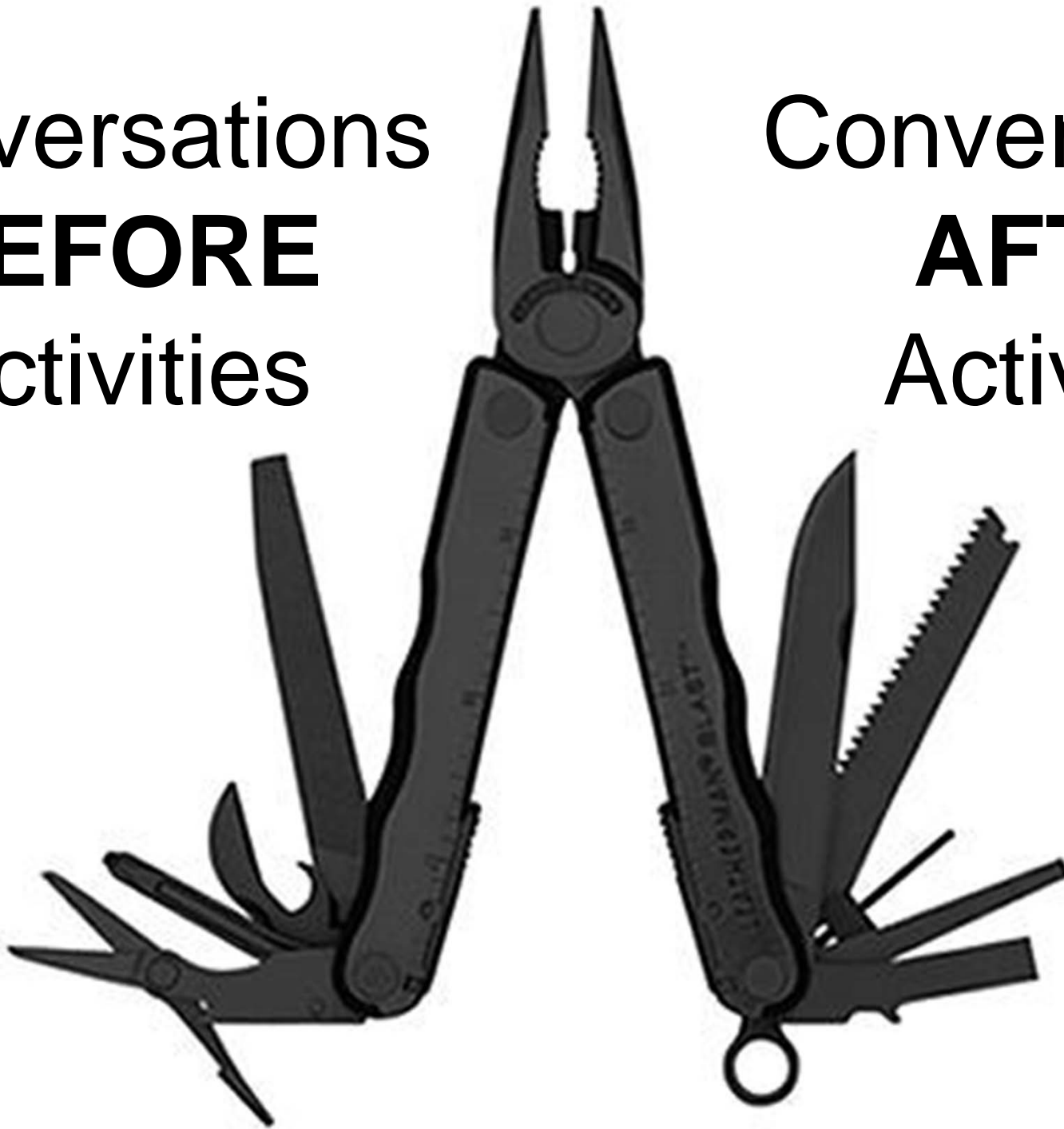
# Communicating a Positive Forestry Message to the Public



Koshare Eagle  
CONSULTING

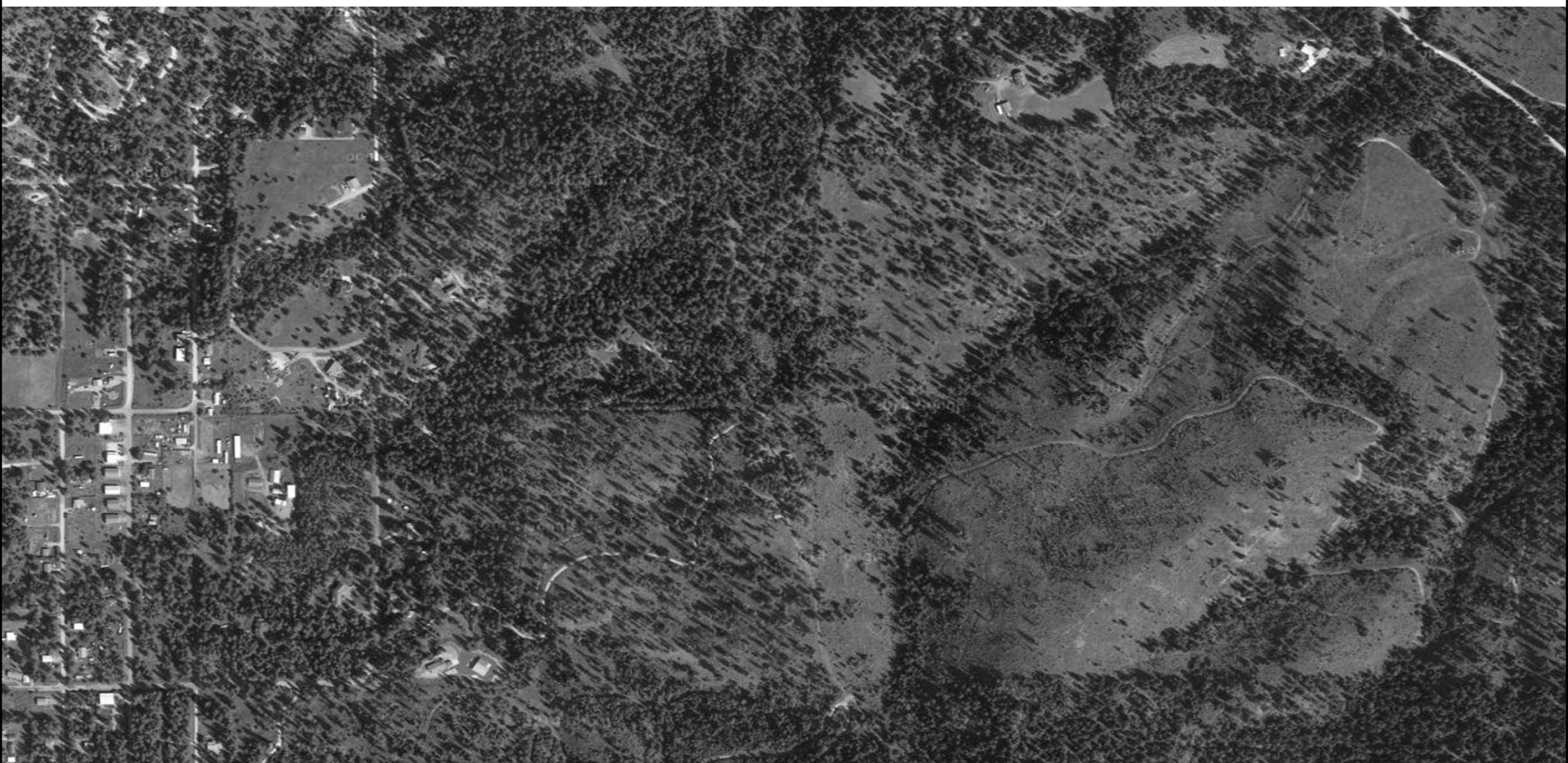


Conversations  
**BEFORE**  
Activities

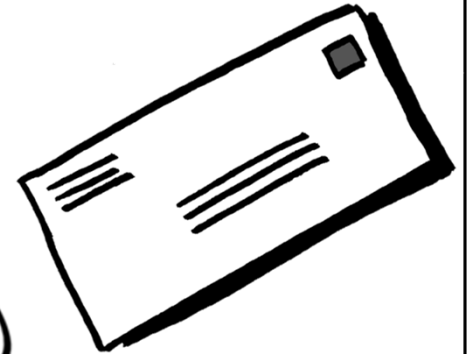


Conversations  
**AFTER**  
Activities

# Think Long Term



# Communication Strategy



**AUDIENCE**

**GOALS**

# Share the Big Picture

**VISION**

**MISSION**

**VALUES**

**RESULTS**

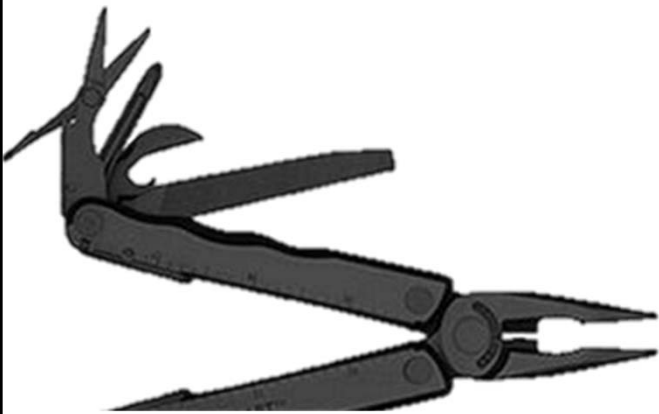


# WORDS



# MATTER

# Positive Language



# Saying the Right Thing

## Accentuate the Positive

- You can...
- Your options are...
- I will...

## Eliminate the Negative

- You can't...
- No...
- I don't know...



# Choose Your Words

## Instead of...

We can't do that.

No, ...

You'll have to...

I don't know.

It wasn't my fault.



## Say this...

What we can do is...

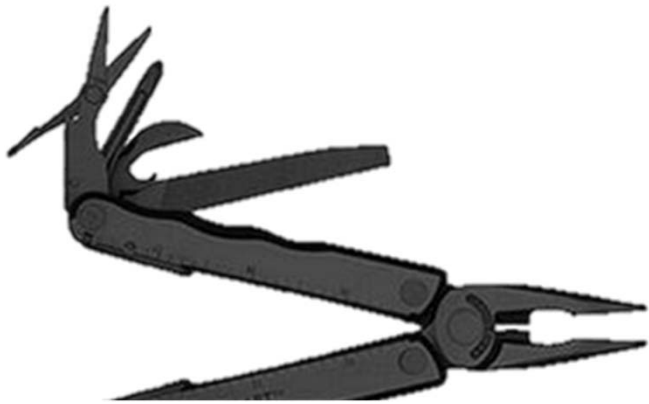
The options are...

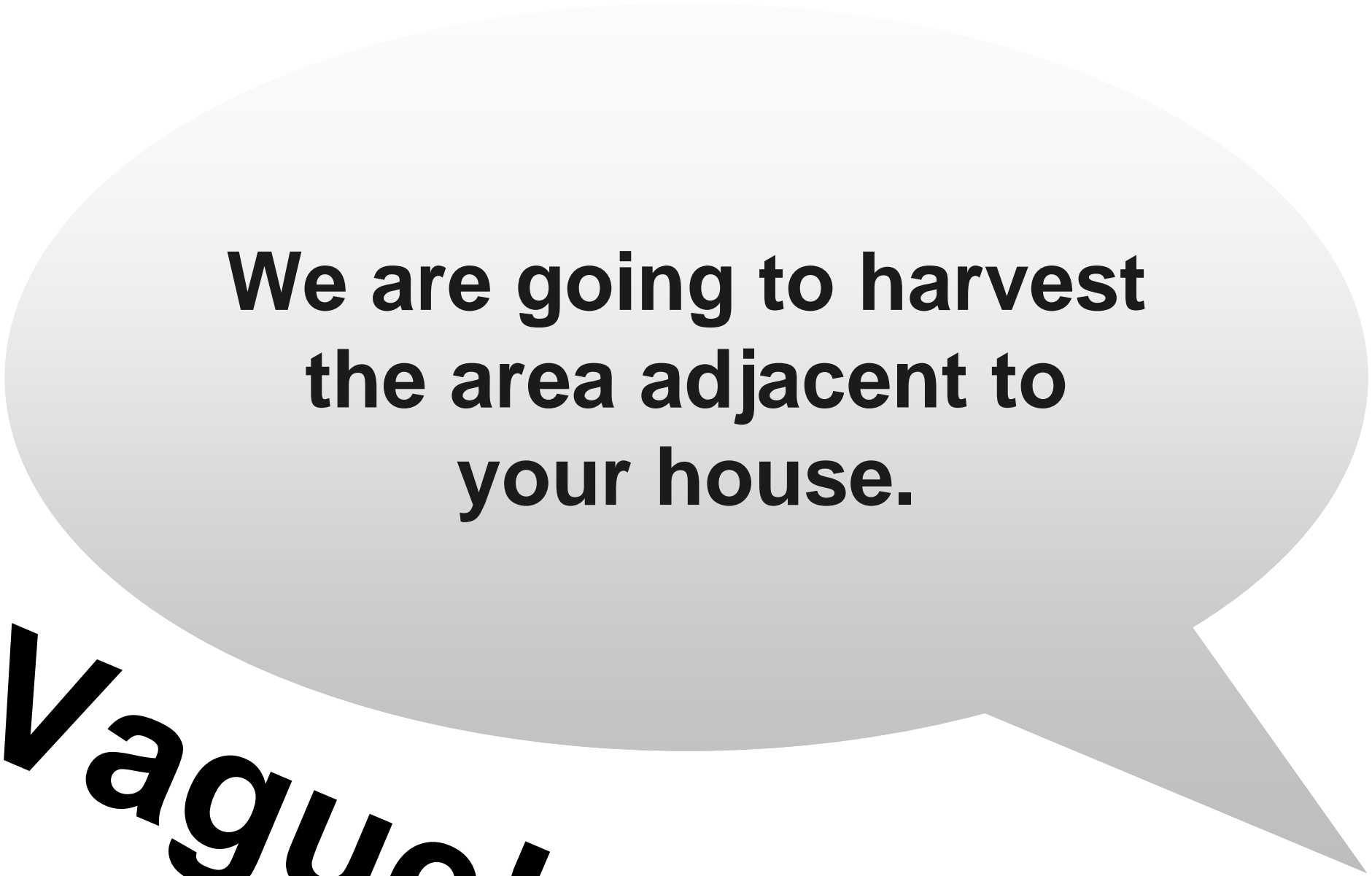
You can...

Let me find out for you.

Let me see what I can do to help.

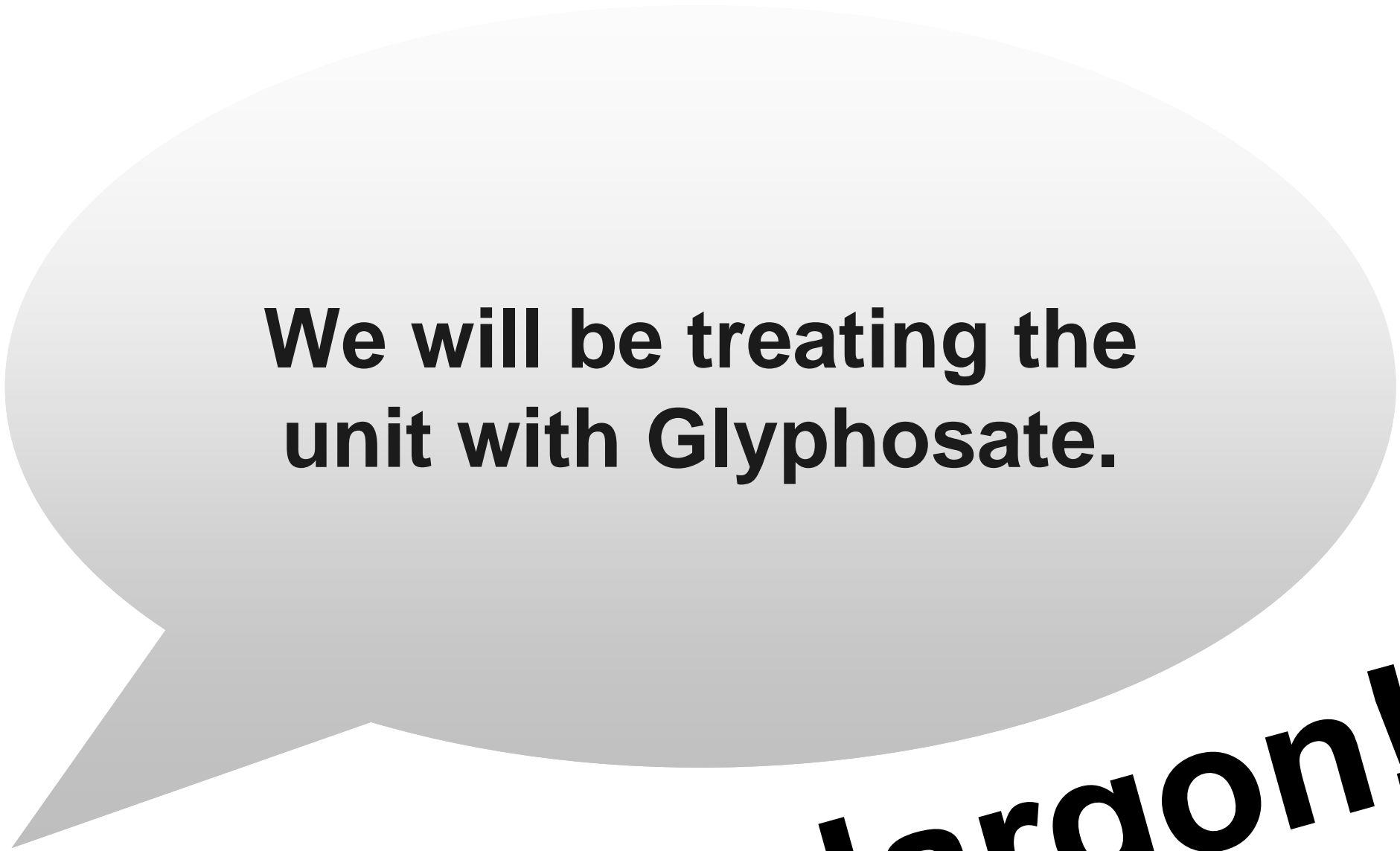
# Descriptive Language





**We are going to harvest  
the area adjacent to  
your house.**

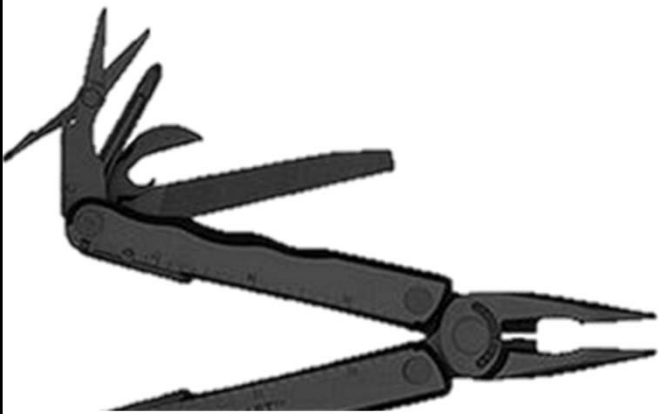
***Vague!***



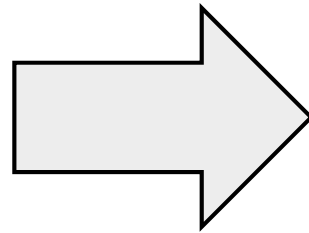
**We will be treating the  
unit with Glyphosate.**

**Jargon!**

# Empowering Language



# Saying the Right Thing



## Share the choices

- Choose to
- You can
- Get to

## Coercive

- Have to
- Should
- Must

# Empowering

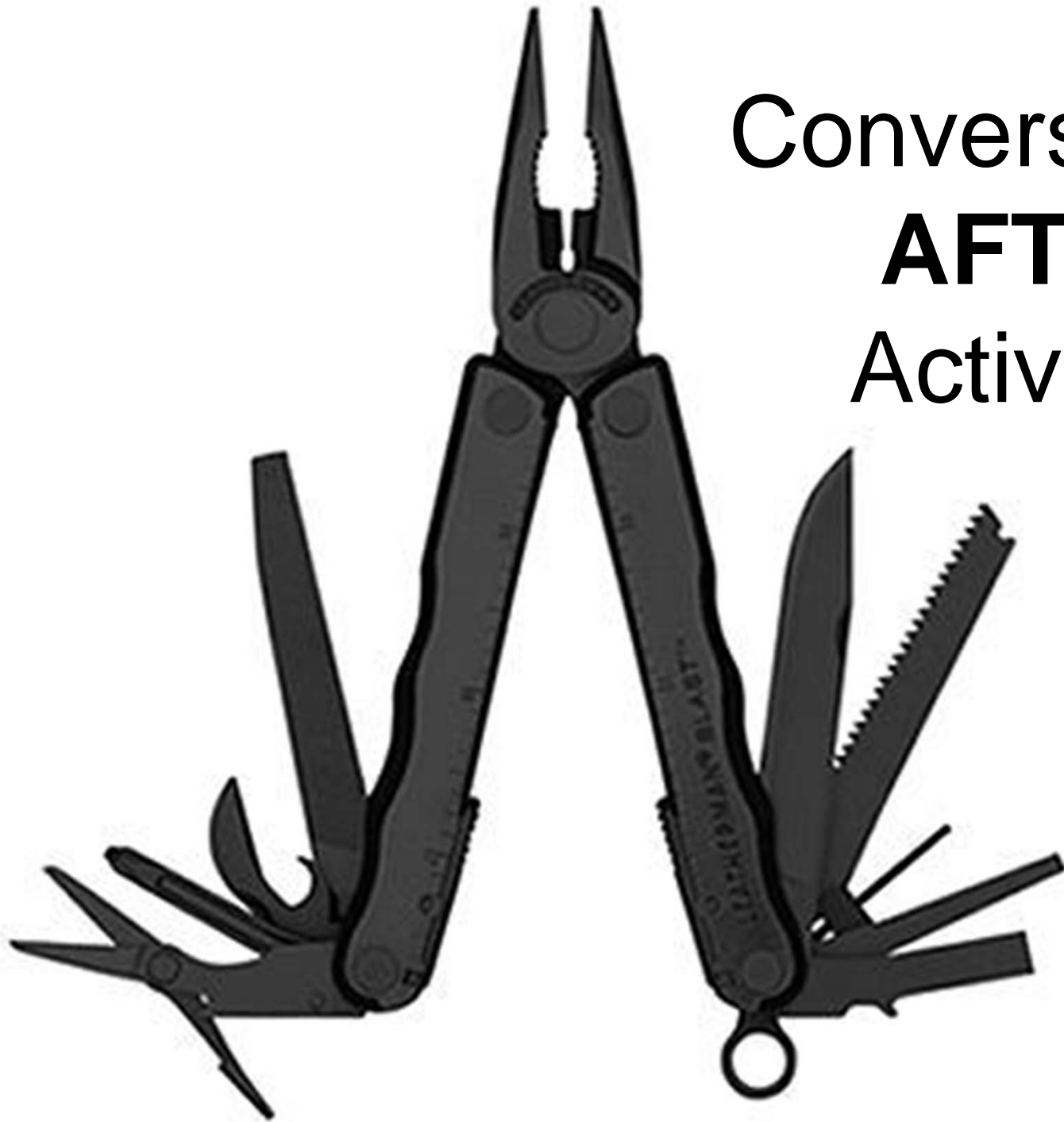
- Offer them a rationale they care about
- Offer them options
- Focus them forward
- After complete analysis, if the only answer is no, use the phrase “I wish I could”

# Saying the Right Thing



~ AND ~

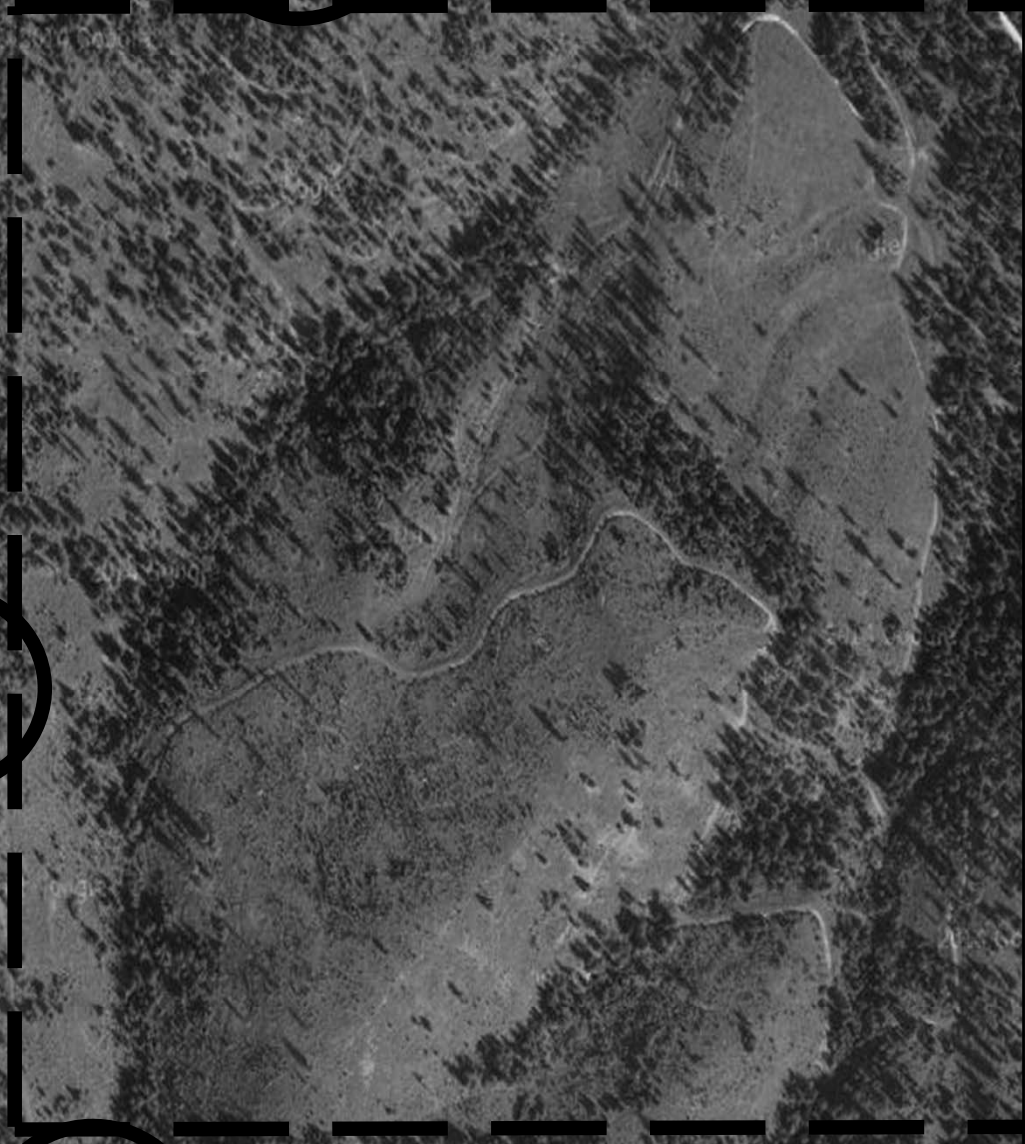
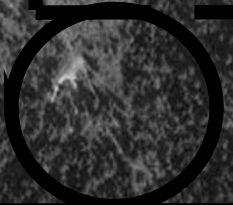
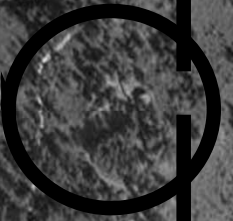
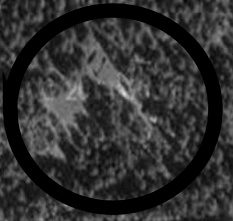
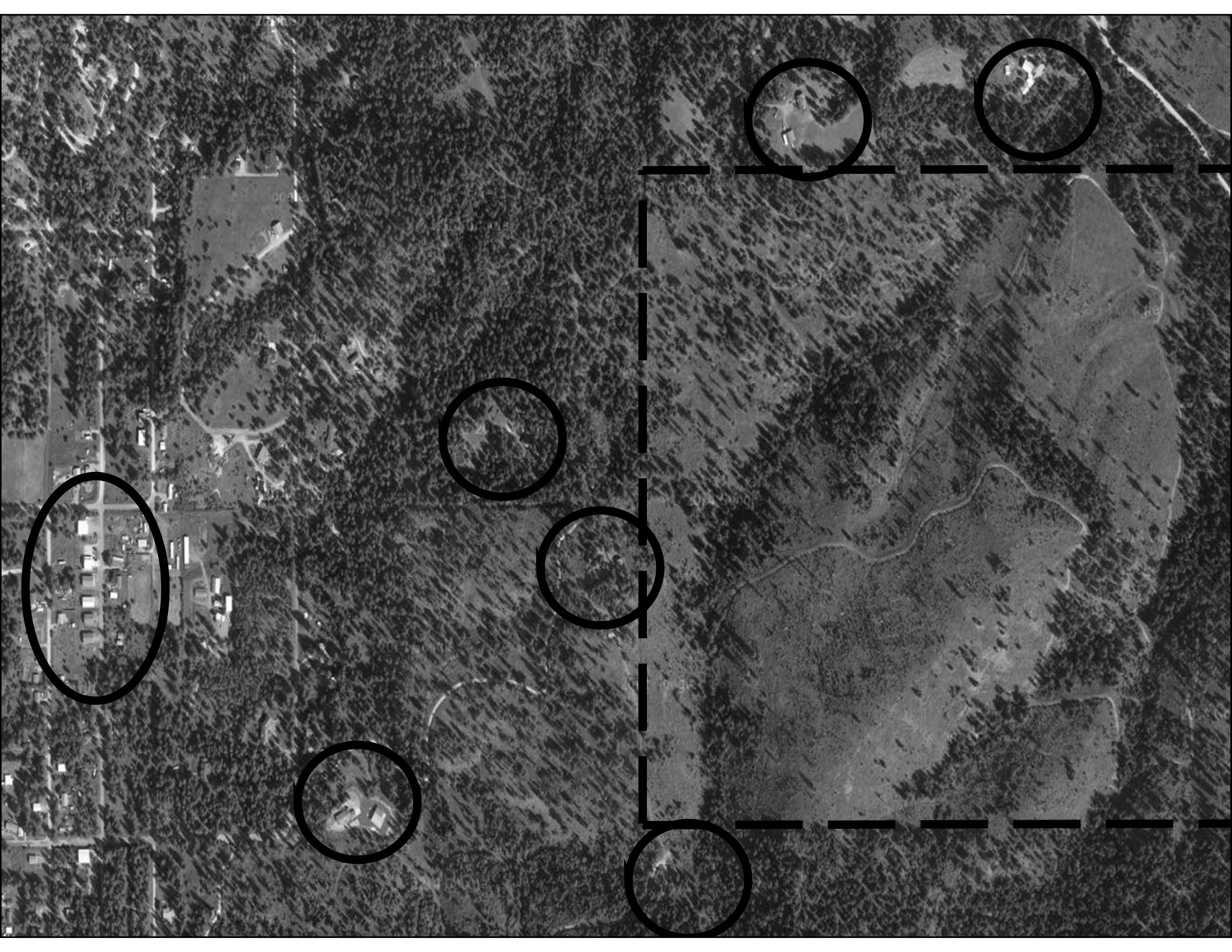




# Conversations **AFTER** Activities

**Focus on the situation,  
not the person.**

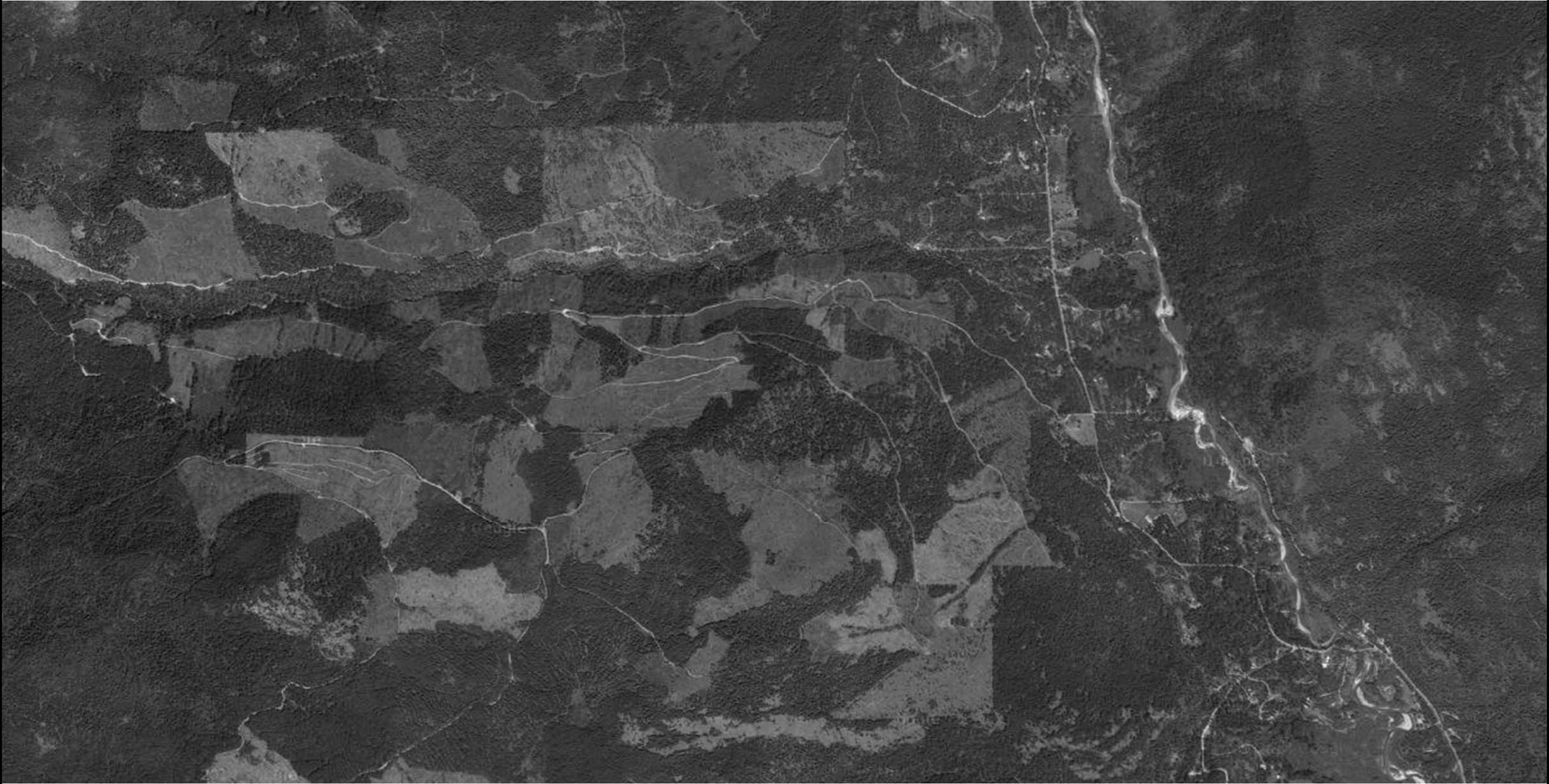




***Seek first to understand,  
second to explain.***

**—Stephen Covey**



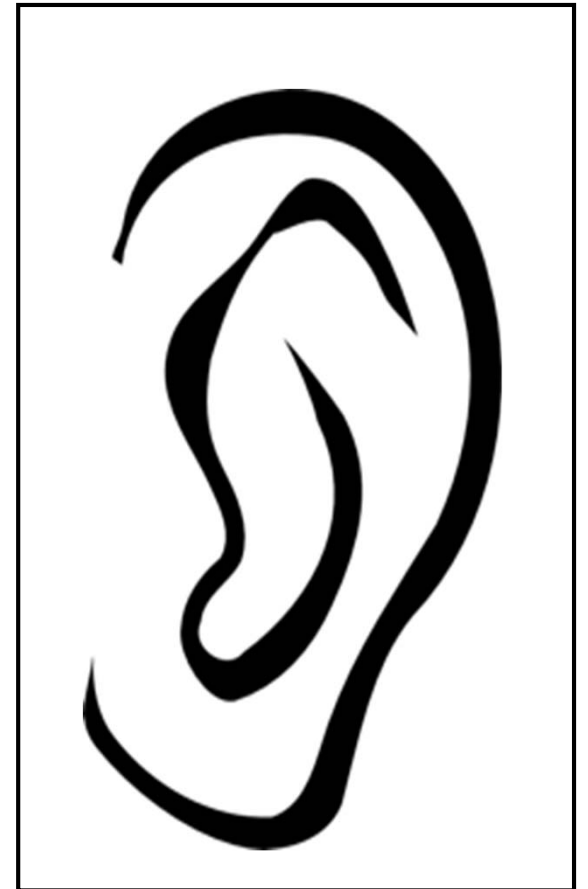


# Repairing Damage

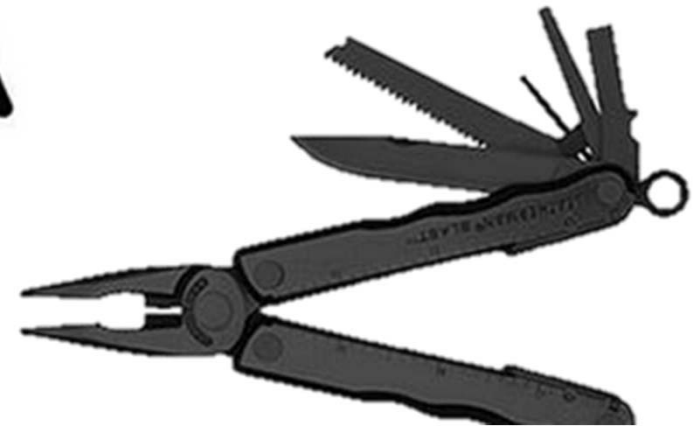
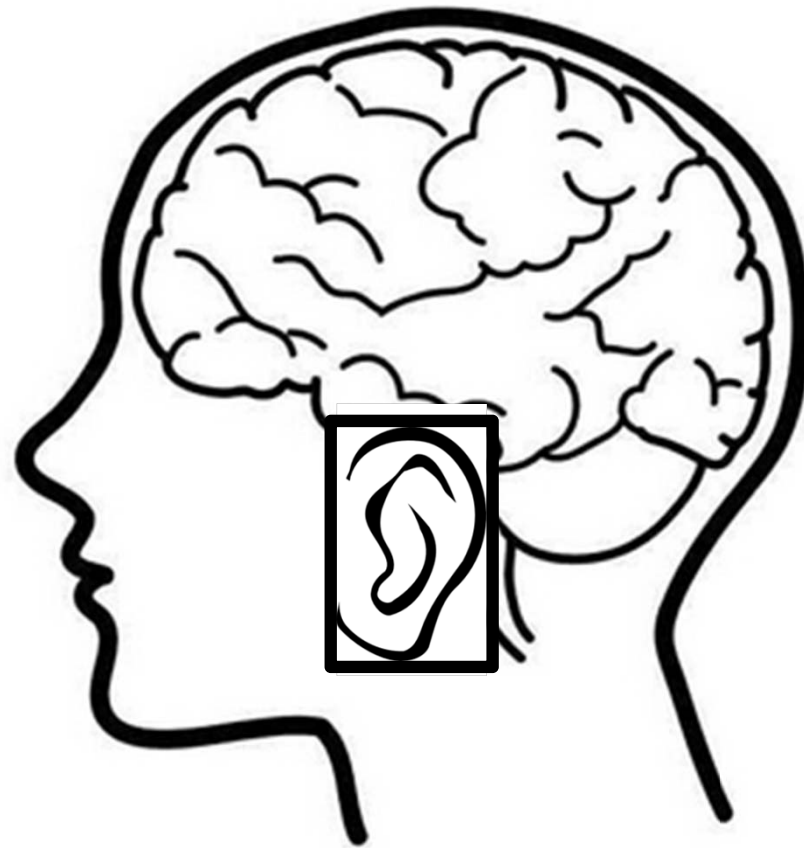
1. Apologize
2. Listen, empathize, and offer understanding



When you don't listen,  
the other person will  
persist in his or her  
point of view, and  
may freeze there.



# Active Listening





# Active Listening Techniques

- Expressing what you think was meant by the other person
- Summarizing main points
- Reflecting Feelings
- Asking clarifying questions
- Expressing appropriate body language (eye contact, nodding, facial expressions)
- **Giving the other person time to talk uninterrupted**

# Repairing Damage

1. Apologize
2. Listen, empathize, and offer understanding
3. Gather facts
4. Determine if you need help solving the problem, and who can help you



# “Talking Points” Resources

→ [idahoforests.org](http://idahoforests.org)

→ [montanaforests.com](http://montanaforests.com)

→ [oregonforests.org](http://oregonforests.org)

→ [wfpa.org](http://wfpa.org)

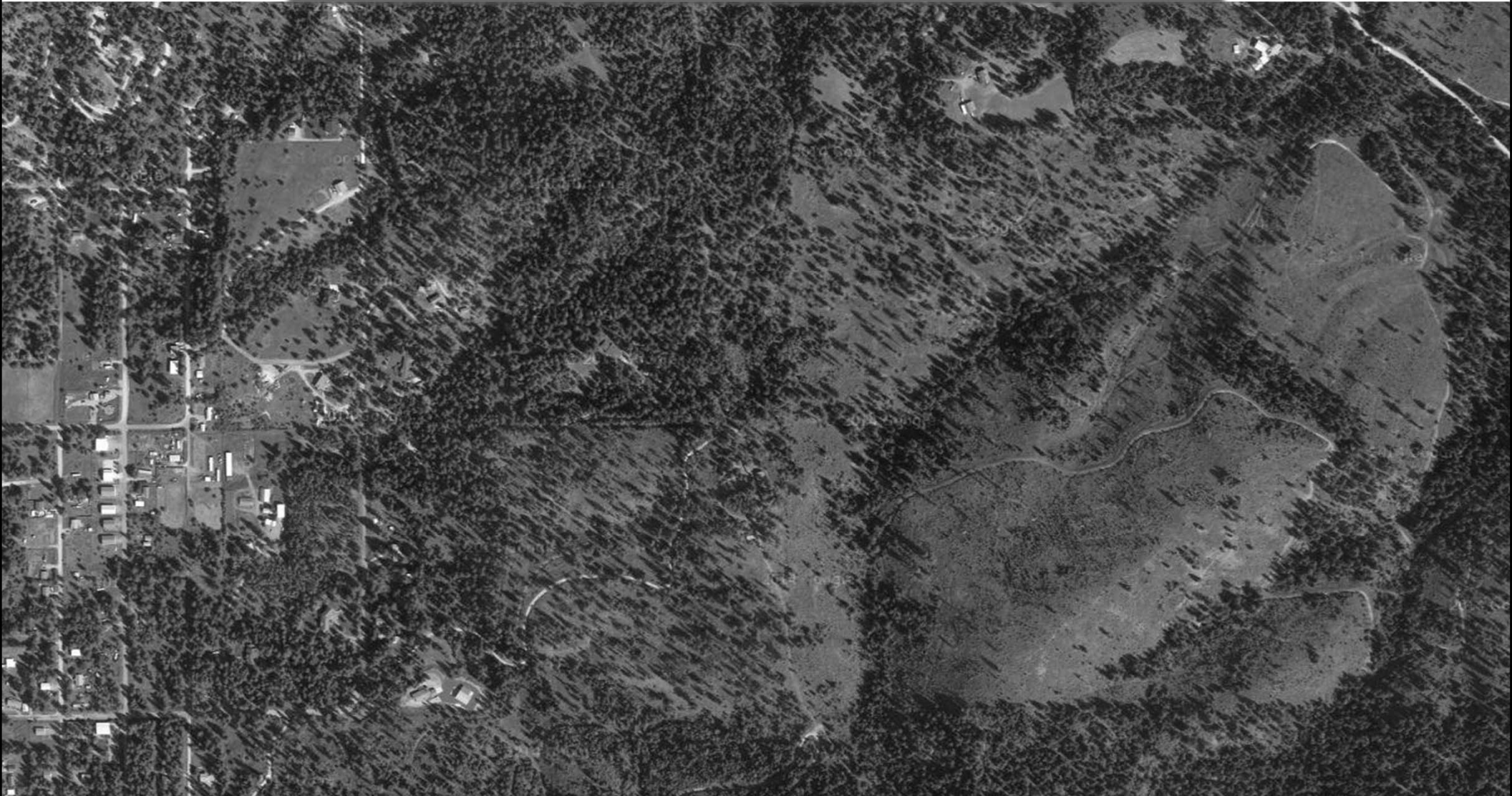
→ [themostnaturalresource.com](http://themostnaturalresource.com)

# Repairing Damage

1. Apologize
2. Listen, empathize, and offer understanding
3. Gather facts
4. Determine if you need help solving the problem, and who can help you
5. Keep your promises
6. Follow up



# NEIGHBORS IN THIS TOGETHER



# Future Management Options



**Policies and Laws**

**Public Opinion**

One opinion

This  
conversation

# Warranty



**360.485.3768 - [koshare.eagle@gmail.com](mailto:koshare.eagle@gmail.com)**