CLARION SOUNDINGS

A TALK BY REBECCA HALL

Know where your people stand and how your position will land

Before you speak for them

When you're about to take a position on others' behalf



FOR LEADERS OF ASSOCIATIONS, COUNCILS, GOVERNMENT AND COMPANIES

Organisations take positions on behalf of their members, staff or communities, often without asking them. Few know whether their people are behind them or how the position will land with the stakeholders they need to persuade. This talk shows how to find out both before a submission or campaign goes out.

YOUR AUDIENCE LEAVES WITH

01

A simple test for whether you can speak for the people you represent

02

A way to find out which arguments persuade the people you need to convince

03

The questions to ask before the next submission or campaign goes out

ABOUT REBECCA

Rebecca Hall helps leaders know how their members, staff and communities will react before they decide, so they avoid costly mistakes and build trust and reputation with the people they serve. She measured public opinion at CT Group and Ipsos and now runs her own research practice, Clarion Soundings. Organisations she worked with include the Financial Services Council, the Australian Meat Processor Corporation, Glencore, BHP, Inland Rail and Amazon Web Services.

FORMATS

Keynote, panel or webinar.
In person across Australia or virtual.
Based in Adelaide.

BEFORE YOUR EVENT

How well do you know where your people stand?

A five-minute scorecard shows your weakest point on a decision in front of you and what to do about it. Scan the code or go to **soundings.clarioncivic.com**

Book this talk

Send your event, date, location and audience.

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