CLARION SOUNDINGS

A TALK BY REBECCA HALL

Find the opposition to your decision before you announce it

The opposition you could have seen coming

When you've seen a decision backfire and don't want it to happen again



FOR LEADERS OF ASSOCIATIONS, COUNCILS, GOVERNMENT AND COMPANIES

Decisions backfire when the people they affect aren't heard before they're made. The opposition that stops them can usually be found well before the announcement, and consulting afterwards rarely wins people back. This talk shows how to find that opposition early and tell who can still be persuaded, from a restructure to an energy project that depends on its social licence.

YOUR AUDIENCE LEAVES WITH

01

A way to find resistance early, before the announcement

02

How to tell the people who can still be persuaded from those who have made up their minds

03

What to ask the people a decision affects so their answers can shape it

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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