CLARION SOUNDINGS

SPEAKER

Rebecca Hall

On where people really stand, why good decisions fail after they're announced and how to bring people with you.

For conferences, boards and leadership teams. In person or virtual.



> *Listening to the people your decisions affect is like finding gold: you have to dig, you have to know where to dig and you don't just do it once and stop.* Rebecca Hall

Talks

Each one is shaped around your audience. Other topics on request.

01

Before you speak for them

Associations and member bodies take positions in their members' name every year, often without asking them. What it costs when a submission or campaign goes out that members don't back, and how to find out where they stand before it does.

AUDIENCE LEAVES WITH

a simple test for whether you can speak for your members, and the questions to ask before the next position goes out.

02

Why good decisions fail after they're announced

What happens when the people affected by a decision aren't heard before it's made, and why the opposition that stalls a decision can usually be found well before it's announced.

AUDIENCE LEAVES WITH

a way to find resistance early, and to tell the people who can still be persuaded from those who have made up their minds.

03

The say-do gap

In a survey, the gap between what people say and what they do is a measurement problem. In leadership, it's a trust problem: research from MIT Sloan Management Review and Gallup links it to lost trust and disengagement. Leaders who say they are listening and then decide as they had already planned assume no one notices, but people do. What it takes to listen with intention, weigh what you hear and make decisions people can see their views in, even when the outcome is not what they asked for.

AUDIENCE LEAVES WITH

a way to check whether what they say matches what they do, before their people point it out.

Formats

Keynote

30 to 60 minutes, with audience questions sent in advance.

Panel or conversation

A panel, fireside chat or moderated session.

Webinar

A live online session for members or staff, wherever they are.

Board briefing

A focused session for directors on where your people stand.

WHERE

In person across Australia and internationally, with travel and accommodation covered by the organiser, or virtual. Rebecca is based in Adelaide.

GOOD FOR

- Association conferences
- Member events
- Leadership offsites
- Board strategy days
- Council and government forums
- Industry events

INTRODUCTION FOR YOUR MC

Our next speaker, Rebecca Hall, helps leaders know how their members, staff and communities will react before they decide. That way they avoid costly mistakes and build trust with the people they serve. She worked in reputation research at the global research consultancies CT Group and Ipsos and in social and market research at the Australian firm McCrindle. She now runs her own research practice, Clarion Soundings, and she's here to talk about [talk title]. Please welcome Rebecca Hall.

Planning an event?

Enquire online or by email.

Enquire at soundings.clarioncivic.com/speaking

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