CLARION SOUNDINGS

A TALK BY REBECCA HALL

Make decisions people can see their views in

The say-do gap

When people stop believing you're listening



FOR LEADERS OF ASSOCIATIONS, COUNCILS, GOVERNMENT AND COMPANIES

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're listening and then decide as they'd already planned assume no one notices, but people do. This talk shows how to build trust by weighing what people tell you and showing them how their views shaped the outcome.

YOUR AUDIENCE LEAVES WITH

01

A way to check whether what you say matches what you do, before your people point it out

02

The difference between running a survey and actually listening

03

How to show people how their views shaped a decision, even when the outcome isn't what they asked for

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. Formerly at McCrindle, Ipsos and CT Group, she now runs her own research practice, Clarion Soundings. Her research has helped expand government funding for a national parenting program, win approval for a stalled housing development and change the narrative for an industry under fire.

FORMATS

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

BEFORE YOUR EVENT

Are your people behind your next decision?

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

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