

RR: **Regional roundup**

Lower South Island Update

We ran the first two-day workshop in a new Toolkit for Change series in Christchurch on 7-8 April. In attendance were Blue Forsyth of Timaru District Council; Francie Pedersen of Greater Wellington (the Wellington Regional Council); Gretchen Johnston of Environment Southland, Jane Butterfield and Laine Phillips of Christchurch City Council and Phil Hancock from Masterton District Council.

As well as taking part in a demanding series of presentations and practical activities, we visited the Electrolux Home Products (NZ) site, where Richard van Bolderen inspired us with the company's exceptionally effective – and profitable – waste minimisation programme and talked to Richard Morley-Hall from The Warehouse Ltd about how to work with local representatives of major corporations. We also had a good look through the Enviro-Mark environmental certification programme with Jim Watt of Landcare Research.

People exchanged a lot of information about similar programmes they were running, and gave us some excellent constructive feedback about the website and the workshop.

Comments included:

- very inspiring/motivational
- good because always looking for new marketing and educational tools
- good to know I can ask for advice later on as I develop a strategy
- monitoring and evaluation is very relevant and will be of great benefit

The second workshop is scheduled for late May.

Upper North Island Update

The Northern Region EMA (Employers and Manufacturers Association) held their very successful annual THRIVE conference in mid-April focused on "Go for Growth". BusinessCare local co-ordinators were fortunate to be invited to share space in the Ministry for the Environment's Climate Change Group display stand by Peter Crosland, formerly BusinessCare's National Co-ordinator, who is now with the Climate Change Group.

"It seemed logical to involve BusinessCare local co-ordinators and representatives of other Auckland-based sustainability groups," Peter said, "because

we're all trying to get a similar message across to businesses. The Climate Change Office is actively promoting the wider climate change message, and companies that want to reduce their CO₂ emissions will need help and advice on the ground.'

Speaking on behalf of the BusinessCare local co-ordinators present, Kevin Crutchley said that the event was a major forum for promoting practical sustainability tools to businesses. 'Presenting a united face to business is really important for the many sustainability-related groups, and the EMA represents a major business interface. We look forward to meeting the EMA in the near future and exploring opportunities for appearing again at their other THRIVE 2003 conferences later this year.

A big vote of thanks to Peter for inviting us and to Jocelyn Rennie from the ARC and Michelle Dawson from Waitakere City for putting together a special package of handouts for businesses!

New on the website ...

Among the growing list of new documents are:

- a standard letter to be adapted for sending to firms before a site visit
- draft environmental specifications for council tenders, based on some work by Kevin Crutchley at North Shore City Council
- a cleaner production strategy produced by Nickie Jones for the Hastings District, Hawkes Bay Regional and Napier City Councils
- a communications strategy to promote cleaner production to businesses (also courtesy of Nickie)
- a PowerPoint presentation to the Institute of Chartered Accountants of NZ
- great websites – a list of really good New Zealand and overseas sources of information on sustainability

RR: **Recommended reading**

Speak Easy: the essential guide to speaking in public, by Maggie Eyre, Harper Collins 2003. 'Humans are more afraid of public speaking than dying,' says Maggie. 'The number one kiwi speech impediment is lack of preparation.' Her book has ten key tips on how to become a more successful public speaker.

In the next issue ...

Measuring success – using BusinessCare's new web-based project monitoring database

☞ *What other topics would you find helpful? Let us know by email to enquiries@businesscare.org.nz, or call Carole Inglis on 09 - 486 6721*

Marketing tips

PowerPoint presentations that really do make a powerful point!

Check the brief

- ✓ how long have you got to speak, including presentation and question time?
- ✓ why are you speaking to this particular group?
- ✓ what do they need to know from you?
- ✓ who else is speaking and what is their topic? Can you link to it for greater audience relevance?
- ✓ what is the order of proceedings – will you be first up when people are fresh, or last on a long list of speakers? Take into account how people are likely to be feeling at the time you will be speaking to them

Preparation, preparation, preparation

- ✓ prepare your presentation a week or more ahead of time, then revisit it a few days before your session – you will see all sorts of ways to do better!
- ✓ have a beginning, a middle and an end, and explain these: as the saying goes, “Tell them what you’re going to say, say it, then tell them what you’ve said” – in succinct and arresting language
- ✓ watch your presentation in View Show format to check layout, consistency and effects
- ✓ if you are preparing a new presentation or talking to a new group, ask a colleague to listen to a practice run and give you some feedback

Attention-grabbers

- ✓ start with a story – a real life one – that typifies the issue, then say how it relates to the topic
- ✓ tell people the key questions you’re often asked on the topic – then answer them, and encourage them to ask their own
- ✓ do use humour – but screen it with the principles of courtesy in mind
- ✓ people remember facts they hear just before they laugh – so time your humour just after making a key point and give people time for laughter

On each screen, have ...

- ✓ only ONE idea
- ✓ a header that attracts attention
- ✓ no more than 4 - 5 lines below it
- ✓ no more than 6 words per line
- ✓ short, simple, active words
- ✓ no capital letters except proper nouns (Paris, Paula)
- ✓ no full stops, jargon or unexplained acronyms
- ✓ compatible colours: the best are yellow and blue, or black and white (avoid red and green)

Level of detail

- ✓ less is more: too many slides = audience overload
- ✓ aim for less than 10 slides in 10 minutes (1 min each)
- ✓ use bullet points as a prompt, not a dissertation
- ✓ put essential detail in handouts – but remember that 99% of people won’t look at them again ...
- ✓ if using the Print Handouts function, include a date and title in the header/footer option – it is amazing

- how time passes and if you give the talk again, you may need a reminder of what to update
- ✓ don’t overdo the special effects – they will distract people from what you are trying to tell them

What not to include ...

- ✓ tables more complex than noughts and crosses
- ✓ important things that are not in any accompanying notes
- ✓ all of the accompanying notes

Courtesy

- ✓ how formal or informal is the group? Don’t be over-familiar or unnecessarily formal
- ✓ avoid distracting people from your message by using swear words (even mild ones may offend some people), profanities or sexist or racist language

Prepare for the worst

- ✓ arrive early and set up well in advance to avoid the inevitable setting up problems with hard and software
- ✓ how well would you do if the power went off, the data show played up, you forgot your disk ... or any of the other disasters that can (and do) happen?
- ✓ plan for contingencies – can your handouts substitute for the PowerPoint show? If you have the only hard copy of your presentation, can you use it as a series of prompts and give a brilliant talk anyway?

More about being (or learning to be) flexible

- ✓ assess the state of play at the time you come to speak and have a plan for a couple of options:
- ✓ if people are tired, ask them if they want to stand up and flap their arms to wake up
- ✓ if the event is running behind schedule, let them know you are aware of this and that you will shorten your presentation so they can get away on time (you will be remembered for your consideration as much as for your message)

Answering questions

- ✓ if you have a tendency to get flustered, create your own standard response to questions to give yourself time to think
- ✓ for example, say ‘That’s a good question’ and then take the time to consider your response. People are happy to give you that time and won’t get restive
- ✓ if you don’t know the answer, say so, then offer to find out and let them know – but do make sure you get back to them promptly – it is fabulous follow up!

Your comments ...

- ✉ Do you have favourite tips of your own? [Email us](#) to pass them on and we will add them to this tip sheet – with full acknowledgement - before we put it on our website