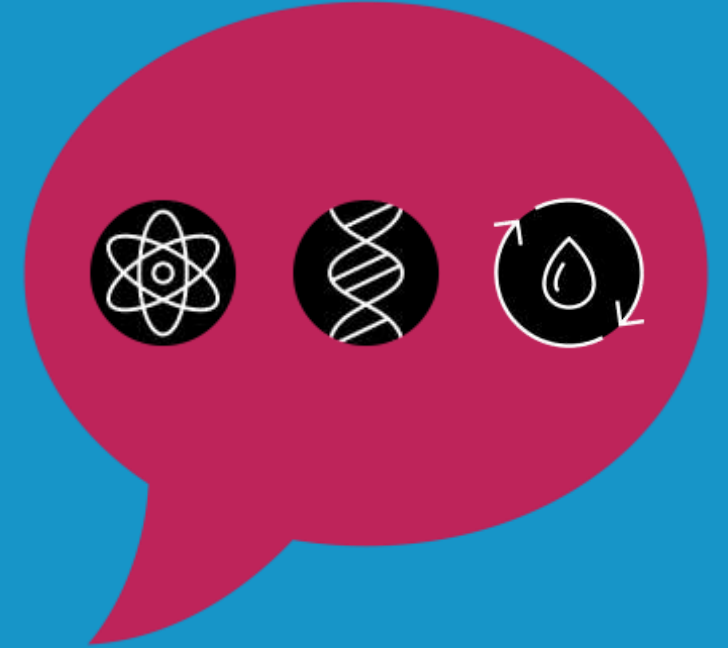


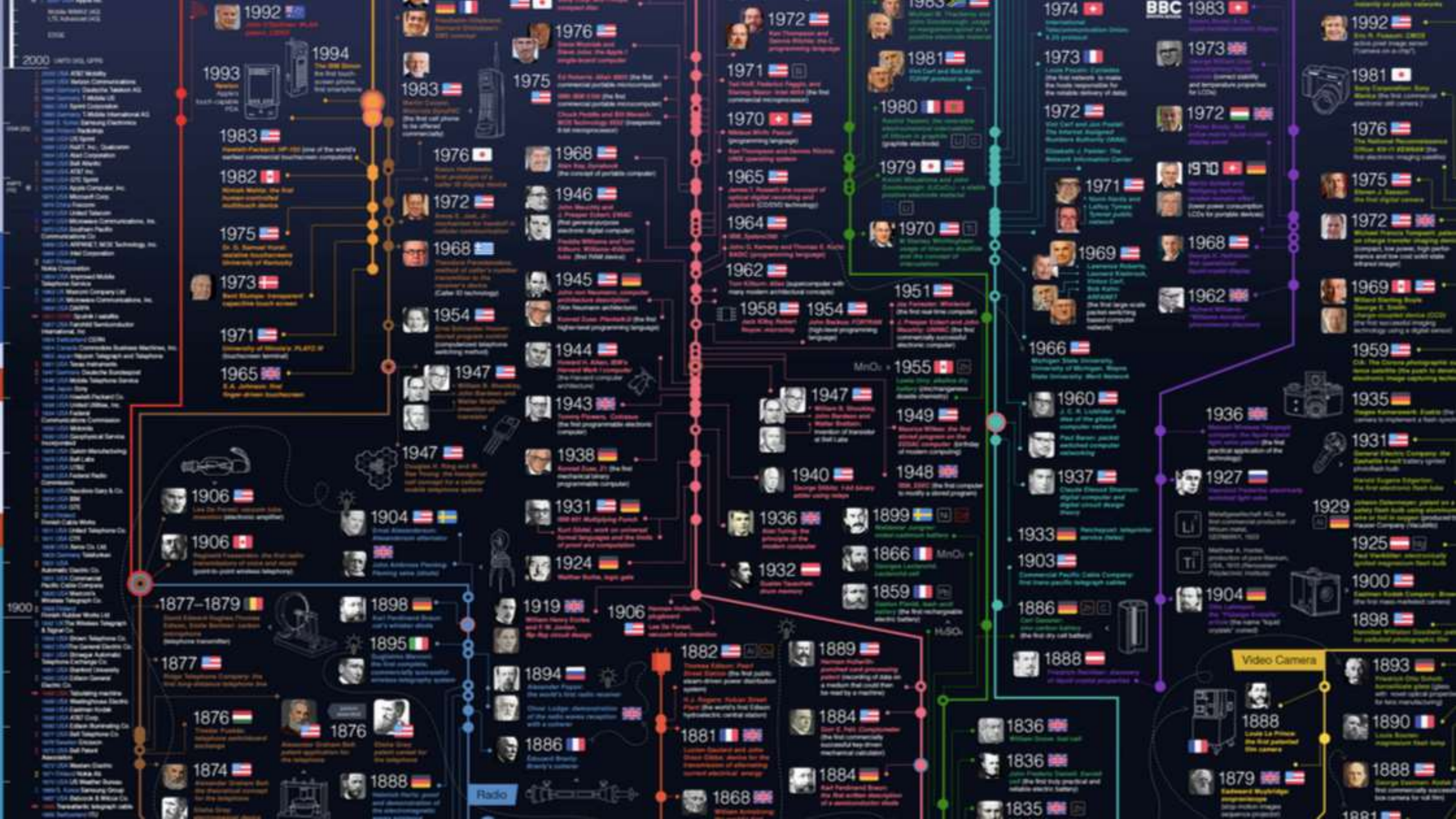
# Getting to Yes!

## How to Successfully Communicate Your Ideas



Roger and Amy Aines

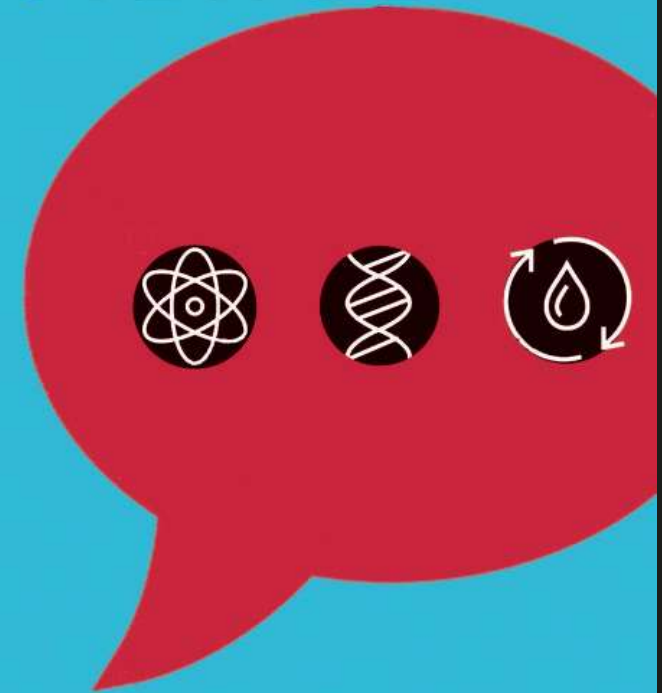
Co-authors *Championing Science –  
Communicating Your Ideas to Decision Makers*





Ideas must be heard  
and understood  
to drive action

# CHAMPIONING SCIENCE



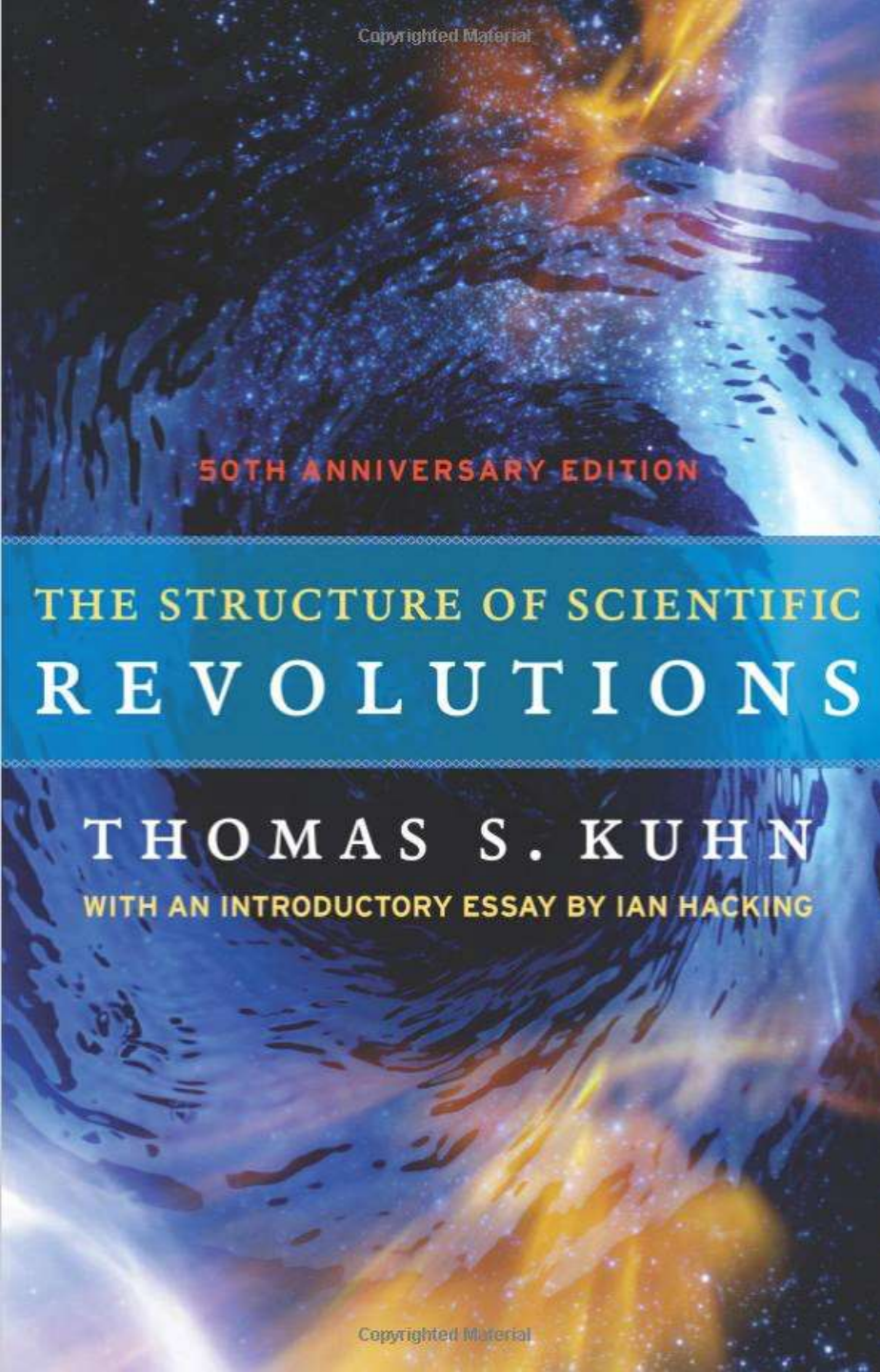
Communicating  
Your Ideas to  
Decision Makers

ROGER D. AINES & AMY L. AINES

What gets in the  
way of effective  
communication?

# Paradigm





# Paradigm

The sum of information  
that scientists associate  
with a topic

**For instance, Mid Ocean Ridge Basalt**





To me, **Mid Ocean Ridge Basalt** conveys the entire structure of the earth

Spreading ocean basins

Subduction zones  
consuming the crust

Volcanoes building new  
land

Grandeur of plate tectonics







But for most people, rocks are something you find in a stream.

# When you don't share a paradigm:

You don't have the ability to **understand** the same things,  
You don't even have a **framework** for understanding,  
You can't **translate** the words.

# How to Bridge Paradigm Gaps

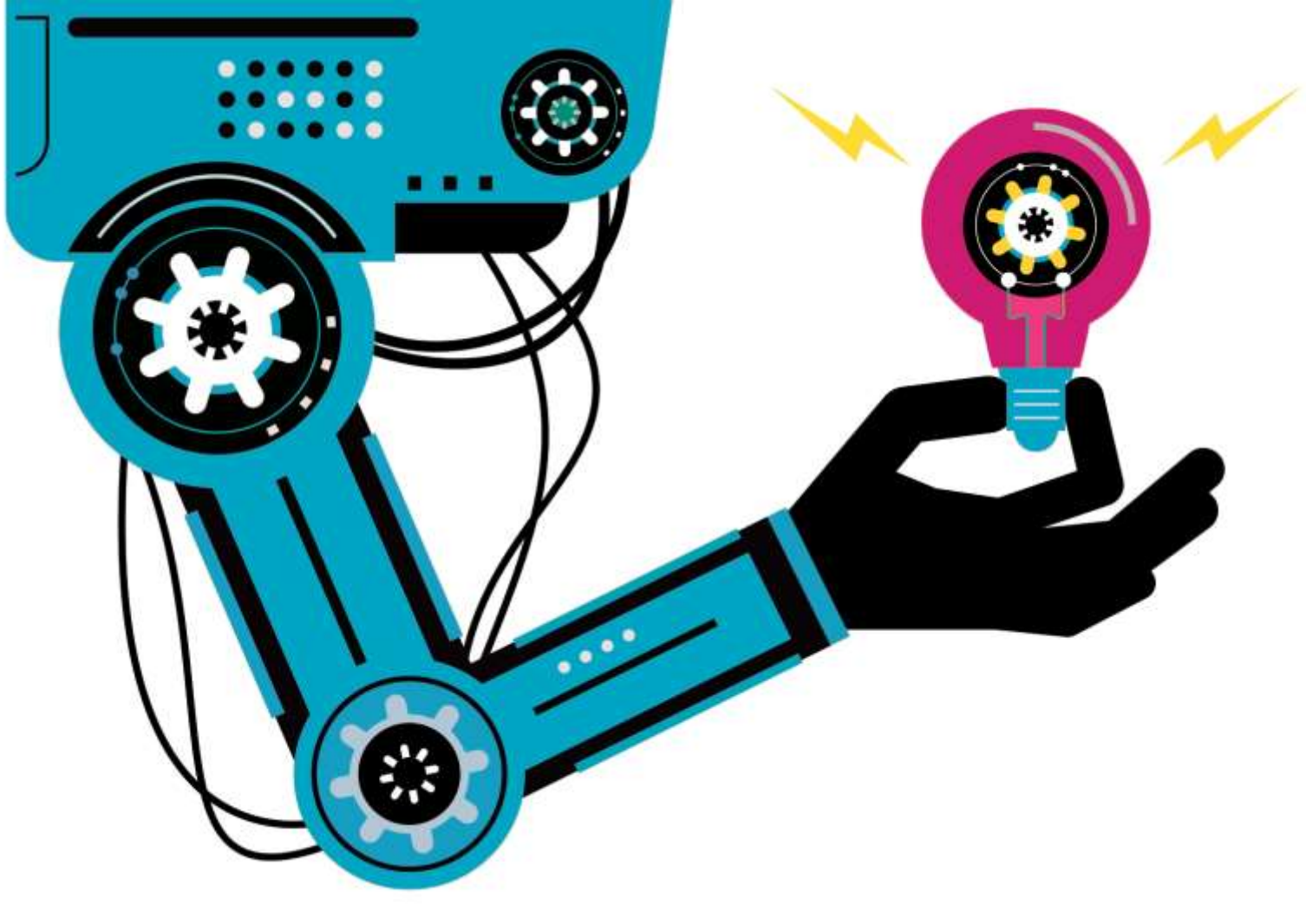
Use clear, common language

Use mixed phrasing for mixed audiences

Anchor to an iconic analogy

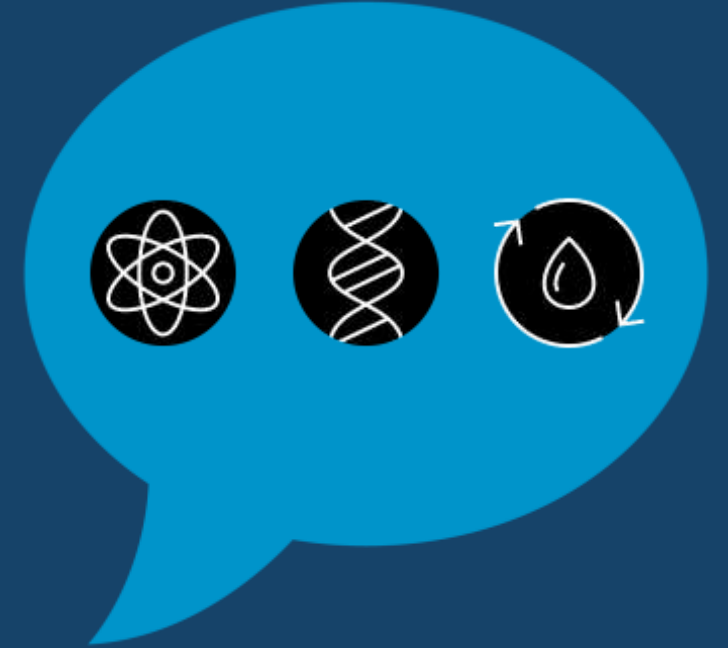


# Extract the Essence



Fewest  
words to  
provide a  
high level  
explanation

# Five Slide Approach



# Five Slide Approach

## 1. The problem

2. The technical gap

3. How to fill the gap

4. Why you or your team are right for the job

5. The ask

**What's at stake?**

**Why does this work matter?**

# Five Slide Approach

1. The problem

**2. The technical gap**

3. How to fill the gap

4. Why you or your team  
are right for the job

5. The ask

**What do we  
need to learn  
or understand?**

**What keeps us from  
achieving our goal or  
solving the problem?**



# Five Slide Approach

1. The problem
2. The technical gap
- 3. How to fill the gap**
4. Why you or your team are right for the job
5. The ask

**What work needs  
to be done?**

**How will this work  
improve the general state  
of technology?**

## Five Slide Approach

1. The problem
2. The technical gap
3. How to fill the gap
4. Why you are right for the job
5. The ask

**Why is this problem well suited to your skills, reputation, and facilities?**

**What else have you done in this area?**

# Five Slide Approach

1. The problem
2. The technical gap
3. How to fill the gap
4. Why you or your team are right for the job
- 5. The ask**

**What do you want your listeners to do?**

**How can you enlist listeners to help advance your work?**



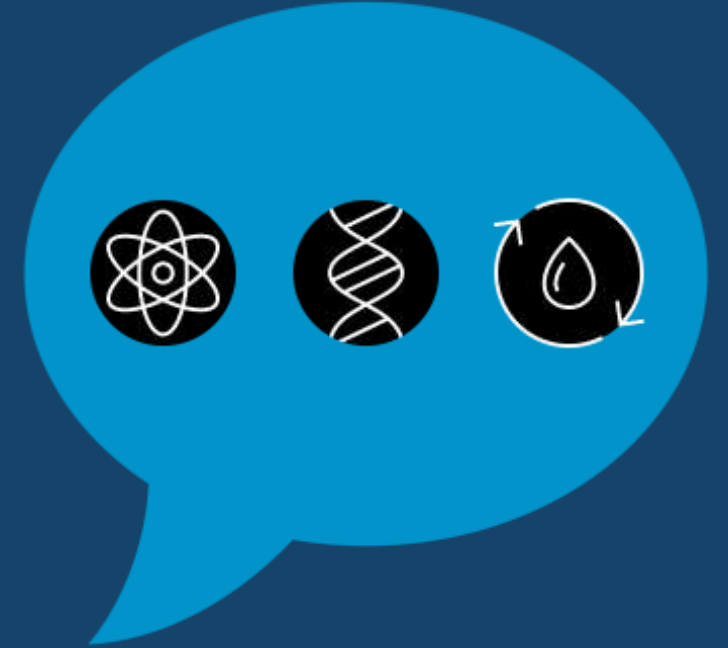
Unexpected  
Opportunity

Elevator  
Pitch  
Approach



# Strategic Communication

Focus on your listeners



Effective  
communication  
is not just  
talking.

It's strategic!

Research

Observation

Analysis

Testing

Logic

A man with a mustache, wearing a grey plaid suit jacket over a light-colored checkered shirt, is seated in an audience. He is looking towards the left of the frame with a thoughtful expression, his right hand raised to his chin. In the foreground, the back of a silver laptop is visible. The background is filled with other audience members, mostly blurred, suggesting a large gathering or conference.

# Understand Who's Listening

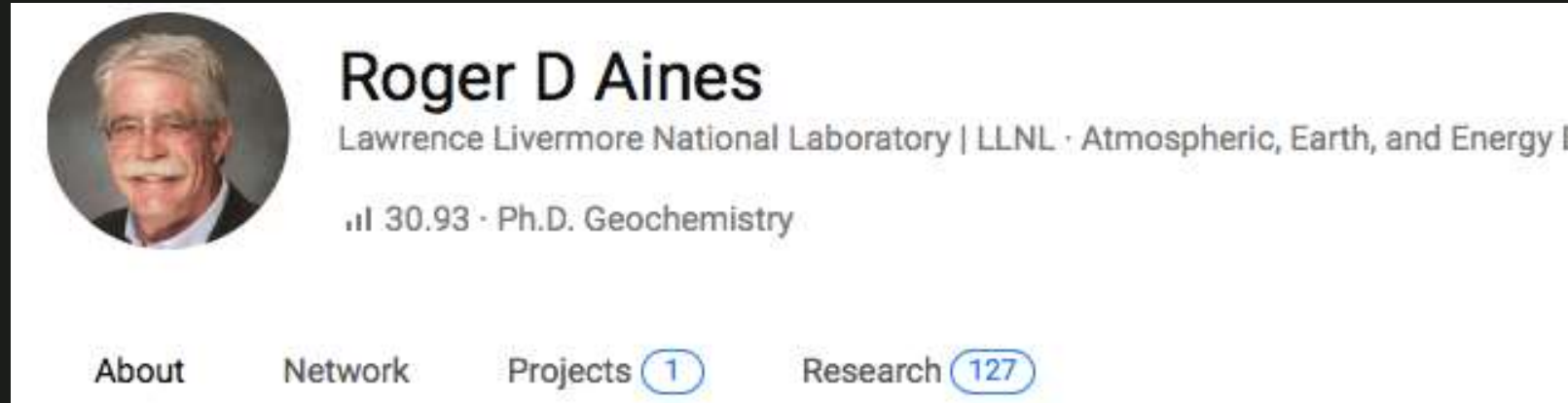
**What They Know**

**How they Prefer to Get Information**

**Areas of Interest**

**Mindsets**

# Research Your Listeners



Google

YouTube

Research Gate

LinkedIn

Twitter

Ask Others





# Observe

Eye Contact

Facial  
Expression

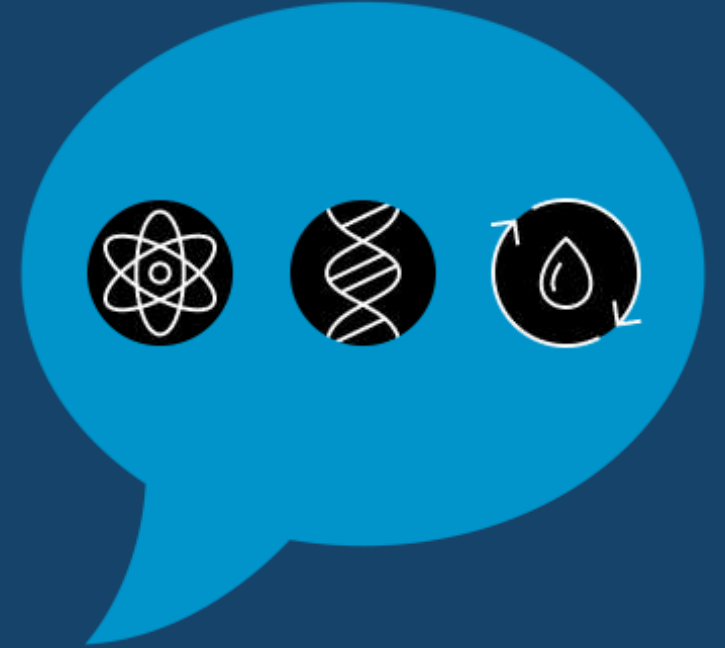
Body Position

Changes

Tone/Pace

# Telling Stories

Engage in memorable ways



How often have you heard this structure?

"I work on this topic."

"And I observed this thing."

"And this thing."

"And this thing."

"And this equation describes them."

"And this is another equation that describes them."

And on and on and on until the conclusion is,

"And this is the work I would like to do."





# Learn to deliver a compelling narrative



Our  
brains  
are  
wired  
for  
story



Warning – This Did  
Not Work

Hooray – This  
Worked as Predicted!

Serendipity

This is My Story

And, But, Therefore

Engage the modern story venue  
with *scientific* story forms.



# Randy Olson's **And But Therefore** — *via Trey Parker of South Park.*

„I work on this topic.”

“**And** I observed this thing.”

”And this thing.”

”And this equation describes them,”

“**But** there is clear mismatch with the equation,”

“**Therefore** I believe we need to try this.”

# CONNECTION

HOLLYWOOD STORYTELLING

*meets*

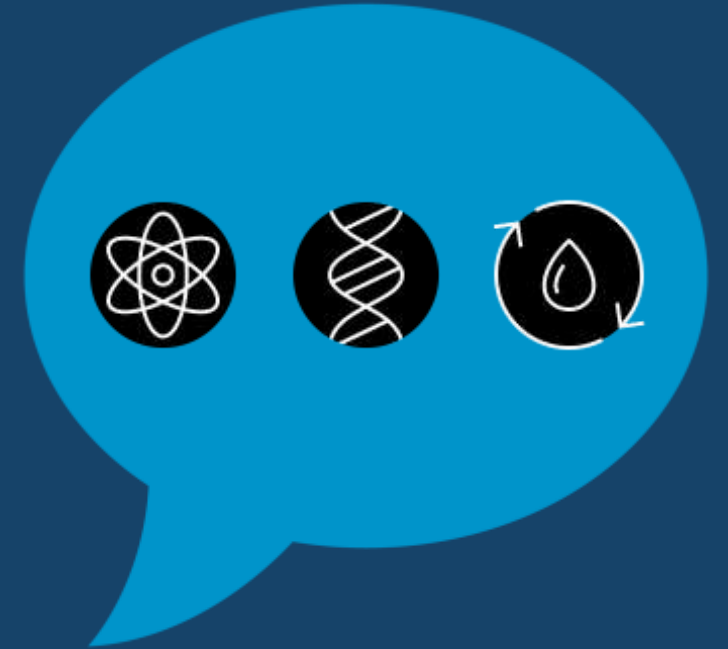
CRITICAL THINKING



RANDY OLSON · DORIE BARTON · BRIAN PALERMO

# Map Out Your Message

Orient to the desired outcome



What do you want your  
listeners to  
**think, feel** and **do**?



## Purpose of Communication

- Determine desired impact

## Take Stock of Current Beliefs

- Identify point of view

Start from  
where  
your  
listeners  
are

# Messages

The most important ideas to convey that are tailored to your listeners

Remember This

- Overarching Main Idea You Want to Reinforce

Understand This

- Topic Specifics in Clear Language

Believe This

- Claims that Can Be Supported

# Developing Messages

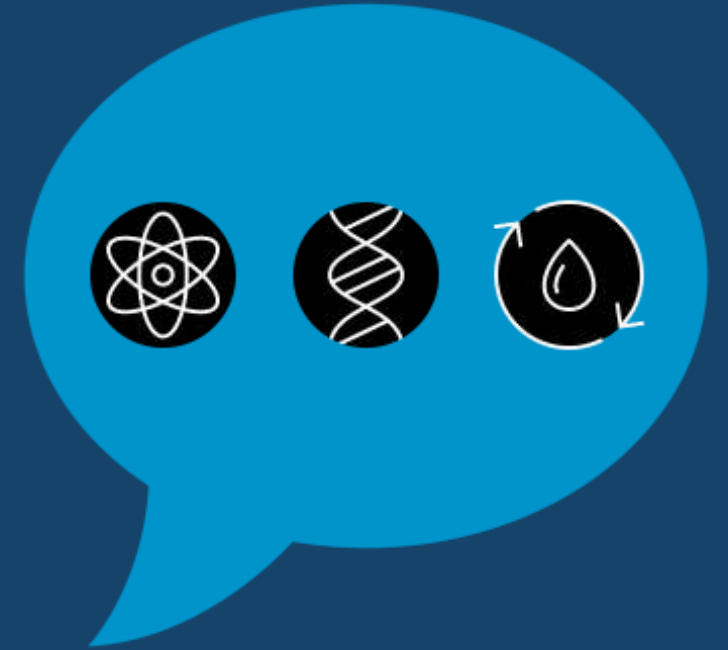
Extract the essence of your argument or ideas.

Distill into well-constructed, carefully chosen phrases.

Bring your ideas to life with clear and compelling language.

# Influence

A process that takes time







**Remember that in front  
of a decision maker,  
you are not defending**



# You are teaching and influencing



# Influence is a Process



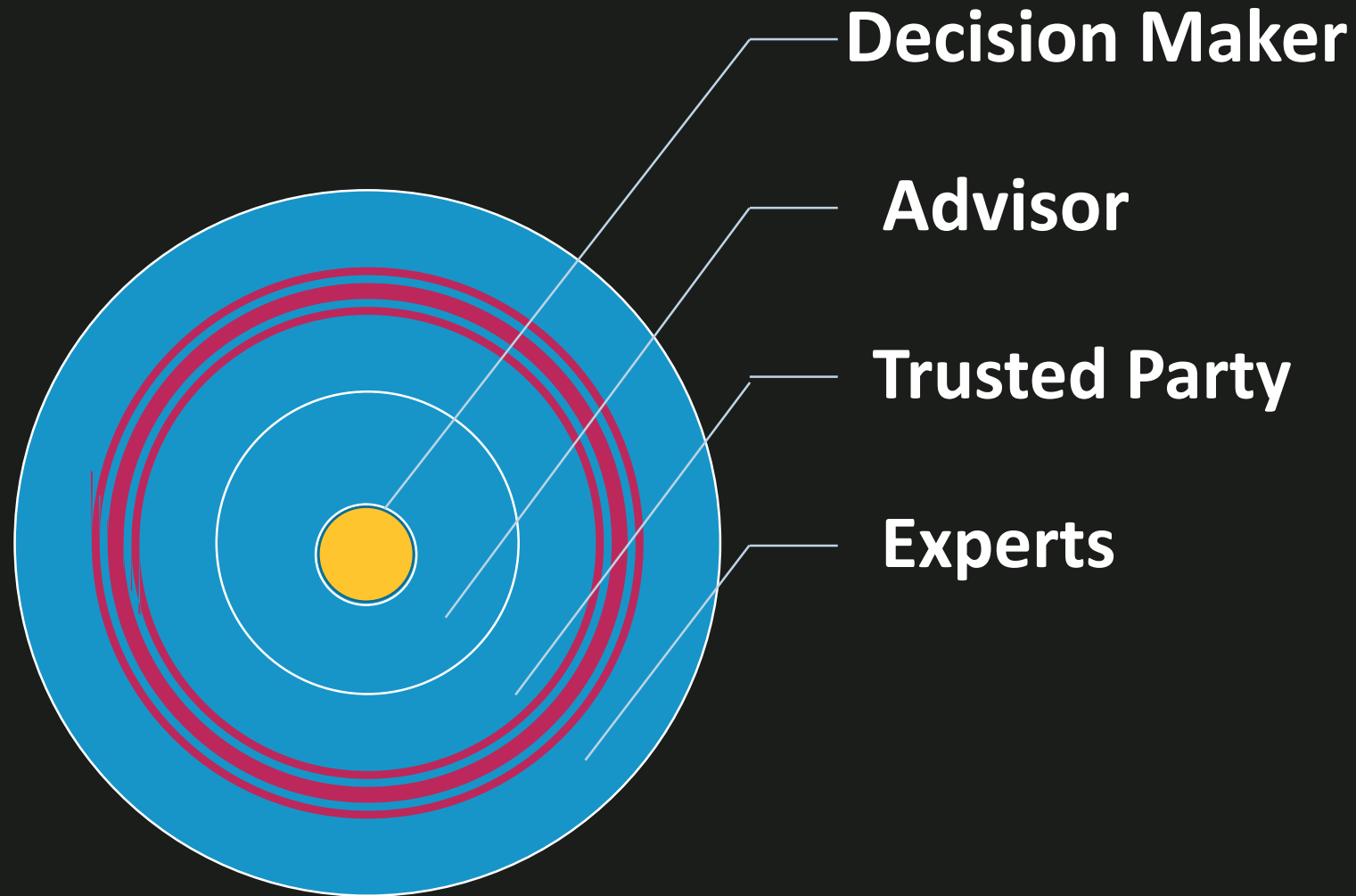
Ideas Have to Fit in Context

Infuse your  
ideas – then  
let them  
evolve  
organically





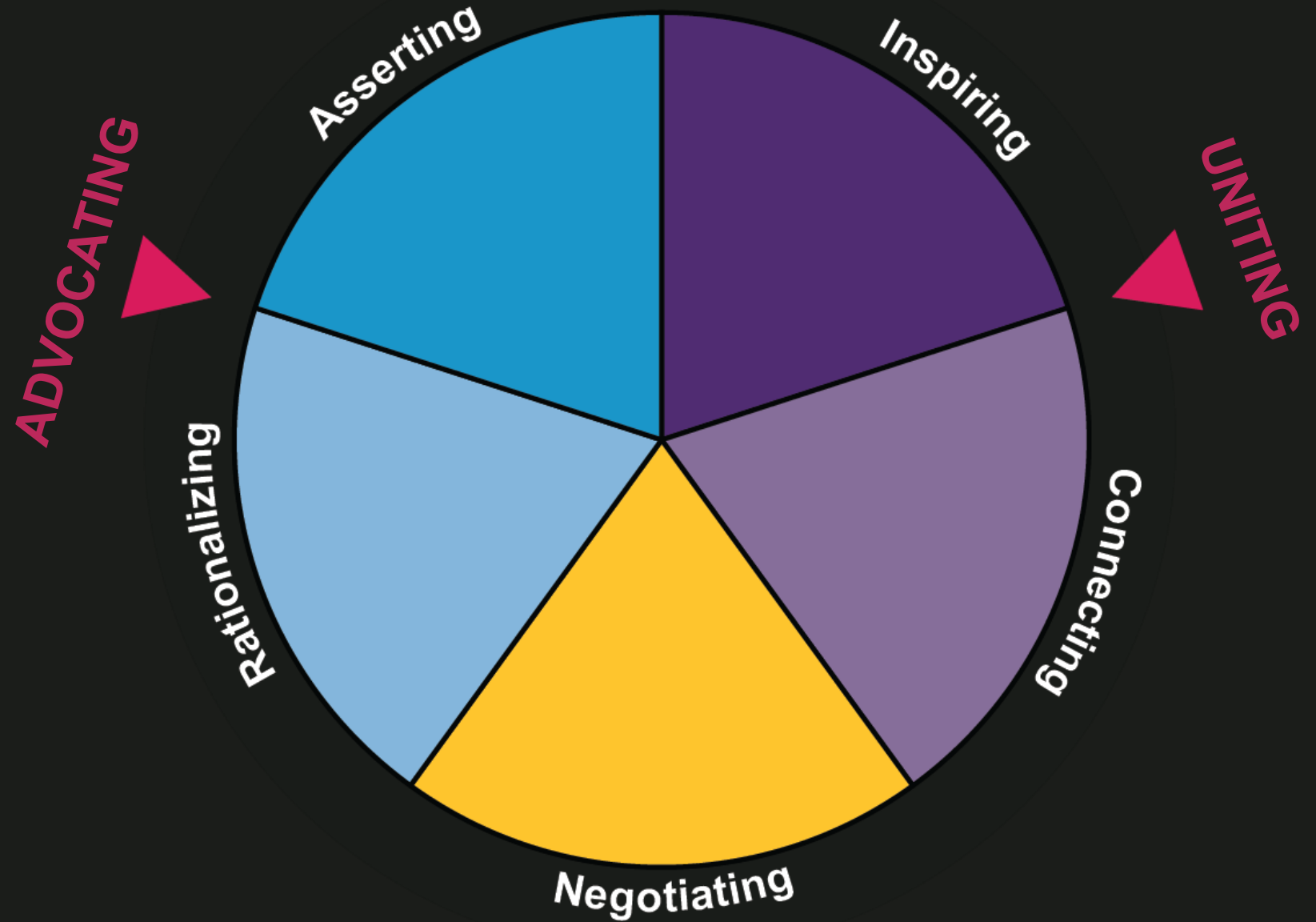
# Sphere of Influence



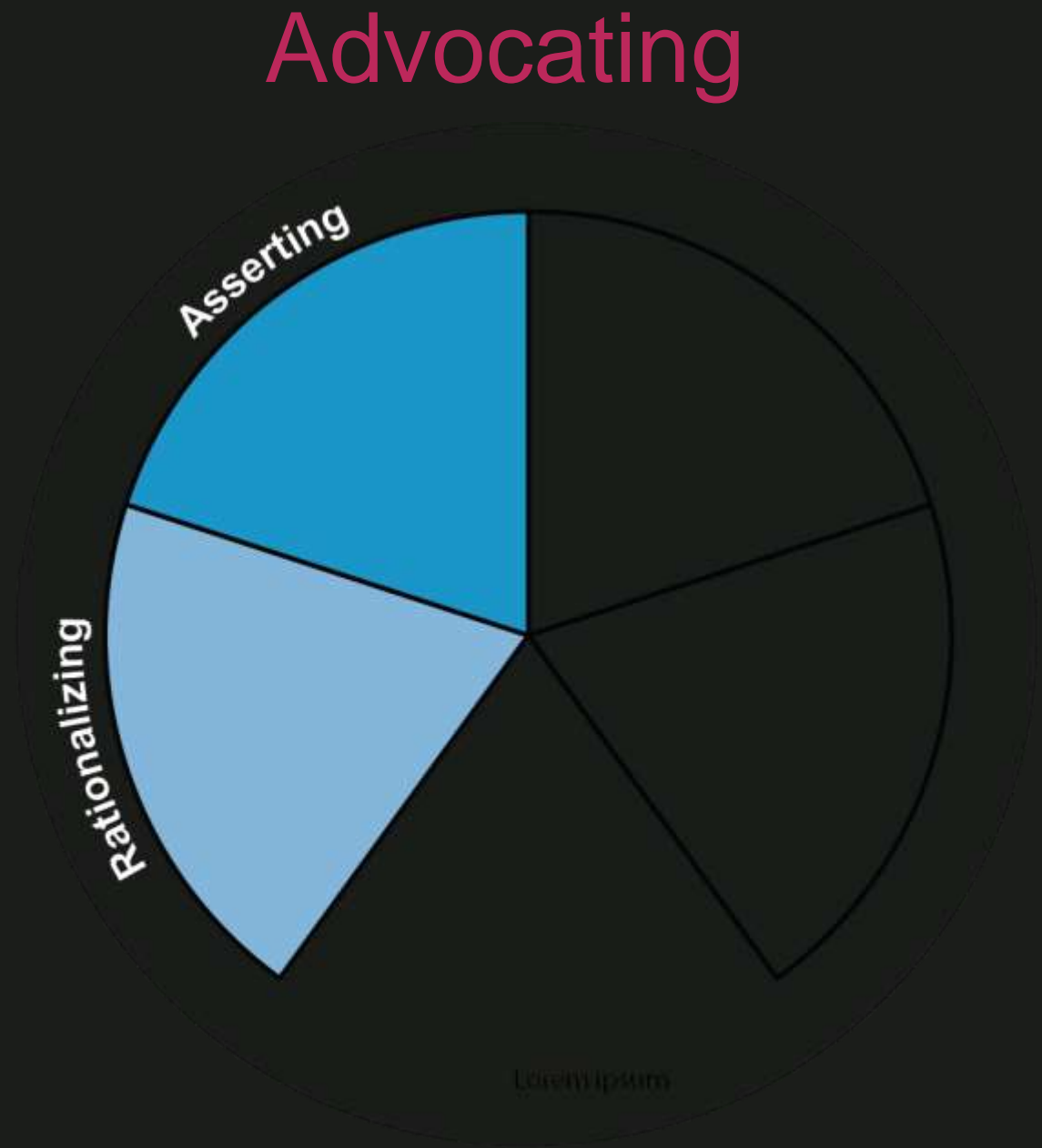
A trusted third party endorsement can be powerful



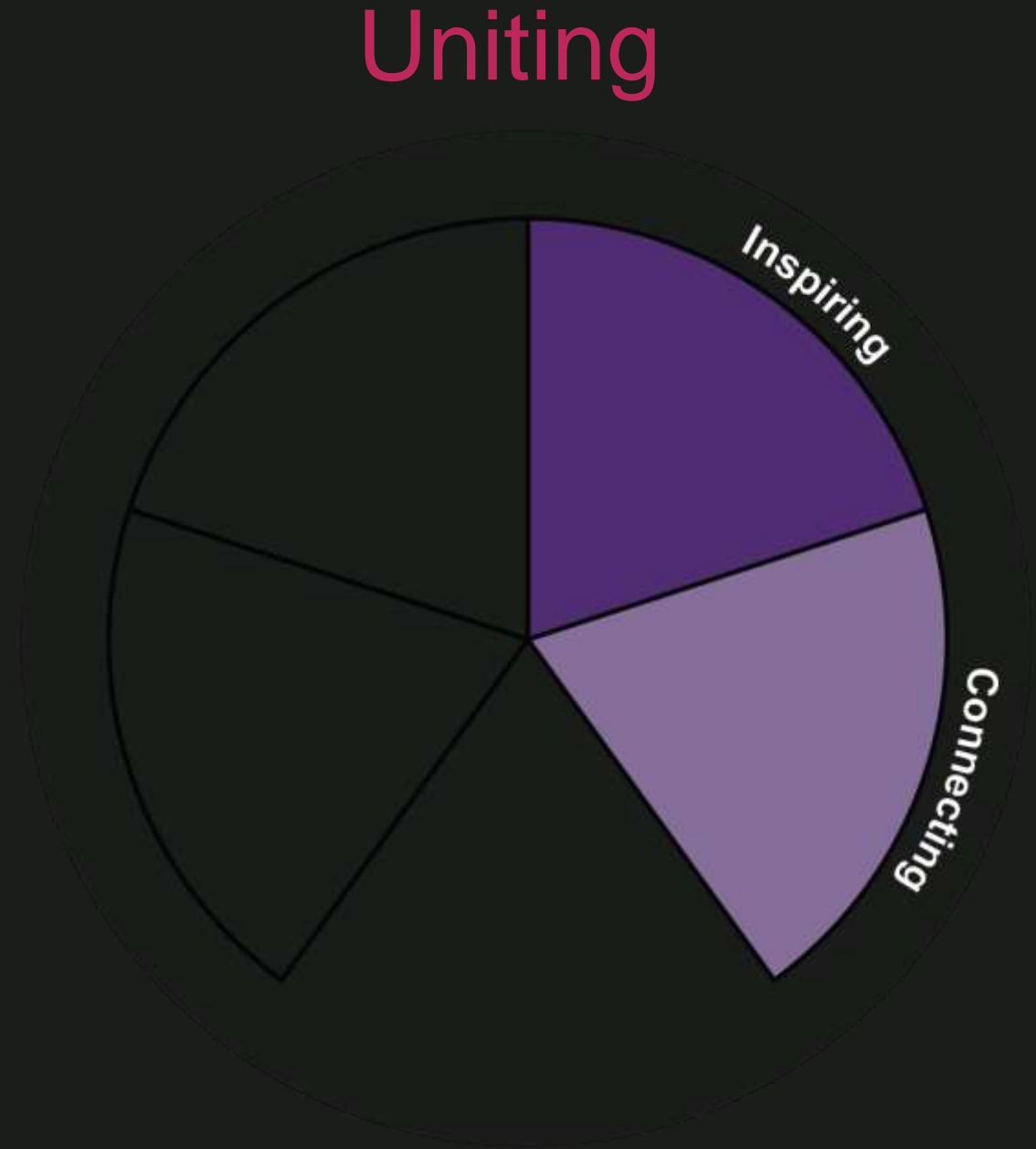
# Influence Styles



# Influence Styles



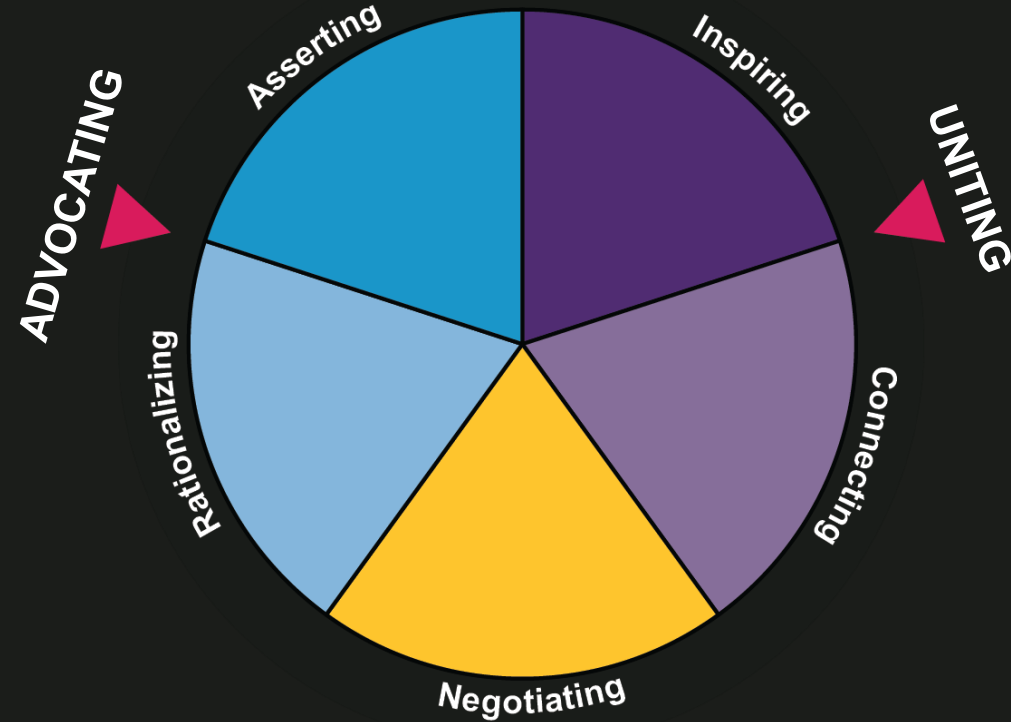
# Influence Styles





# Which of styles do you use most often?

- 1. Asserting** – Insist your ideas are considered
- 2. Rationalizing** – Use logic and reason to convince others
- 3. Inspiring** – Encourage others with a shared sense of purpose and what's possible
- 4. Connecting** – Use relationships to advance your goals



**Getting  
to  
Yes!**

**Excited** about your work

**Confident** that what you told  
them is true

**Able** to take action

# MAKE YOUR IMPACT



Learn More at  
[www.championingscience.com](http://www.championingscience.com)  
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