

Climate Change Communication Strategy Worksheet

Step 1. Audience

A. Who are your utility thought leaders/decision makers?

B. What motivates them, keeps them up at night?

C. Who do they report to?

D. What are your utility drivers for NOT engaging?

Example: *Those in authority do not think climate change needs to be integrated into utility planning because:*

- *The impacts will not occur in our 20-year utility planning horizon.*
- *Our utility does not have water supply concerns in the next 20 years.*
- *I am not convinced the climate is changing*

Add your own:

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E. What are your utility baseline communication responses?

Those in authority do not think climate change needs to be integrated into utility planning because:

- *The impacts will not occur in our 20-year utility planning horizon.*
- *Our utility does not have water supply concerns in the next 20 years.*
- *I am not convinced the climate is changing*

Add your own:

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- F. What is your clearly articulated objective with this audience in this situation?

- G. What background context information do they need?

- H. What are the preferred languages, in your situation, that tie to the mission?

- I. If you change the words does it change the conversation? Are they actually adapting in some way?

- J. What is the emotional state of the utility regarding climate change? How can you shift?

- K. What silent questions of critical concern lurk in your situation?

Step 2: Information

- L. What information will you will share to:
 - a) Create engagement by meeting audience needs
 - b) Provide sufficient context content filler to create understanding
 - c) Provide new information that moves the conversation forward

Audience specific objective: _____
Addresses: **QCC**, information filler need, new information need, other

Information #1: Information #2: Information #3:

• Support #1.1

• Support #2.1

• Support #3.1

• Support #1.2

• Support #2.2

• Support #3.2

• Support # 1.3

• Support # 2.3

• Support # 3.3

31

M. What new information do you think is needed to support understanding?

N. What decision support tools and information do you recommend the utility embrace?

O. How will you present it?

a) Apply Communication Best Practices

b) How will you address potential cognitive barriers?

c) Identify Engagement Opportunities

P. Create an Elevator Speech

Step 4: Build Your Knowledge and Confidence

Q. What did you learn that really boosted your understanding?

Step 5: Anticipate, Prepare, and Practice

R. Select a template and create a critical conversation.

References and Background Reading

Covello, V.T. 2004. Risk Communication Templates. Center for Risk Communication Available:
http://www.kdheks.gov/tobacco/download/media_materials/Templates.pdf

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<http://www.hbs.edu/faculty/Pages/item.aspx?num=14700>