



Effective Communication Contributes to Project Success

Presented by Leonard Greenberger
RemTech 2015 * Banff, Alberta

PCGpr

Potomac Communications Group, Inc.





Rule #1

Be Prepared

Win the Meeting

- Prevent critical mass
- Reduce unfamiliarity, uncertainty
- Use a facilitator

Rule #2

Express Empathy

Rule #3

Borrow Credibility

Typically Have Greater Credibility

- Academics
- Regulators
- Local officials

Rule #4
Avoid Jargon

Some of the Problem Words, Phrases

- Groundwater
- NAPL (DNAPL), PAHs, ppb, IWAS system, IRM
- We operate *below the safety standards*





“A” is for Apple

“You’ve just identified one of the *paradoxes of the statute.*”

– Jack Moore, Acting EPA Administrator
60 Minutes
February 1989



Rule #5

Think Non-Verbally





Key Non-Verbal Cues



Eye Contact



Hands



Arrival and
Departure



Barrier



Clothing



Mucous
Membranes

Rule #6
Take Credit

Six Rules for Successful Communication

1. Be prepared
2. Express empathy
3. Borrow credibility
4. Avoid jargon
5. Think non-verbally
6. Take credit



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