

Ways We Miss The Mark:

- ▶ Sometimes it can be as simple as getting your wording or language wrong.
- ▶ Miscommunication.
- ▶ Not fully understanding the filter the visitor brings to the conversation.
- ▶ What is the visitor's internal dialog and how are they trying to validate it through your site?
- ▶ Are you saying more with your actions than your words?
- ▶ Guard your core message with zeal!
- ▶ If you're not intentional, you're aimless.
- ▶ Surprise! When it's not your fault; how to recover.

Anchors for Future Recall

Impossible To Ignore by Carmen Simon, PhD. states:

- ▶ *"Despite the fact that people forget almost everything we tell them, 90% by some accounts, it is possible to influence the little they do remember and drive a desired action."*
- ▶ *"We retrieve our memories when we are prompted to recall something via an external cue, such as the "Bring your bag" sign in the parking lot, or we retrieve memories on our own accord, through free recall."*
- ▶ Being intentional about **framing the anchor** your listener will use to recall your information, **should be an intentional choice.**

Use Brain Science to get Your Intended Message Across

▶ **Brain Rules: John Medina**

- "Emotionally arousing events tend to be better remembered."
- Pictorial Superiority Effect – "The more visual the input, the more likely it is to be recognized and recalled."
- "Universally experienced stimuli hold the greatest potential for use in teaching and business."

▶ **Impossible to Ignore: Carmen Simon, PhD.**

- Jist Memory & Threats are remembered more.
- Audience brains are by default anticipating the future. "It has evolved to be a predictive engine because survival is more likely when one can accurately predict what happens next."
- Need future cues to remember. You need to CREATE them.

Strong Responses Solidify Memories

Daniel Gilbert, Harvard Professor's acronym to summarize four things that trigger strong responses:

- ▶ **P**ersonal: We are quick to identify friends or enemies
- ▶ **A**brupt: Sudden change gets our attention; threats that move slowly do not
- ▶ **I**mmoral: We respond strongly to repulsive or indecent things
- ▶ **N**ow: We deal better with current challenges than future ones

Guard Your Core Mission

- ▶ Determine your core mission and be sure everyone from staff to visitors clearly understands it.
- ▶ Integrate that core mission into everything you do interpretively, to ensure it doesn't go astray.
- ▶ Integrate it into all actions at your site, including maintenance and contractor provided services.
- ▶ Train, Evaluate, & Coach everyone so they are consistent in presenting it.

Say **ONLY** What You Want To:

- ▶ Check Your Wording & Language
- ▶ Communicate Clearly
- ▶ Understand Your Visitors to Fully Connect
- ▶ Sync with the Visitor's Perspective
- ▶ Actions Speak, Do as You Say
- ▶ Guard Your Core Message
- ▶ Be Purposeful in All You Do - Help Them Remember
- ▶ Be on Guard for Unfortunate Events
- ▶ Continually Evaluate and Adjust as Needed

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Is this Better? Why?



- Yellow is caution instead of “danger” red.
- Alligator has mouth open which looks more dangerous or serious. (Gets your attention on subconscious level.)
- Teaches they are common and therefore “ok” to be here.
- Behavior wanted is explicitly described, not eluded to or implied as in previous “hand-outs”. Hit them with the obvious stick so there is NO room for confusion, especially on a safety issue.
- Statement of authority of the resource. (“...respect they deserve.”)
- The bottom has the **Final Reminder** on the wanted behavior and it is the **second largest** statement if fast viewing to get the main message across.
- For the record, word count on first sign = 32 and second sign = 29. Using less words to say more and **ONLY** what you want to without assumptions, accusations, or legal heavy handedness.
- Be **INTENTIONAL** with your words, otherwise, why make the effort!!!

Unintended Interpretation Bibliography

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