

Image source: Clarence Landcare, NSW



NSW Landcare
22 October 2024

Language for Landcare

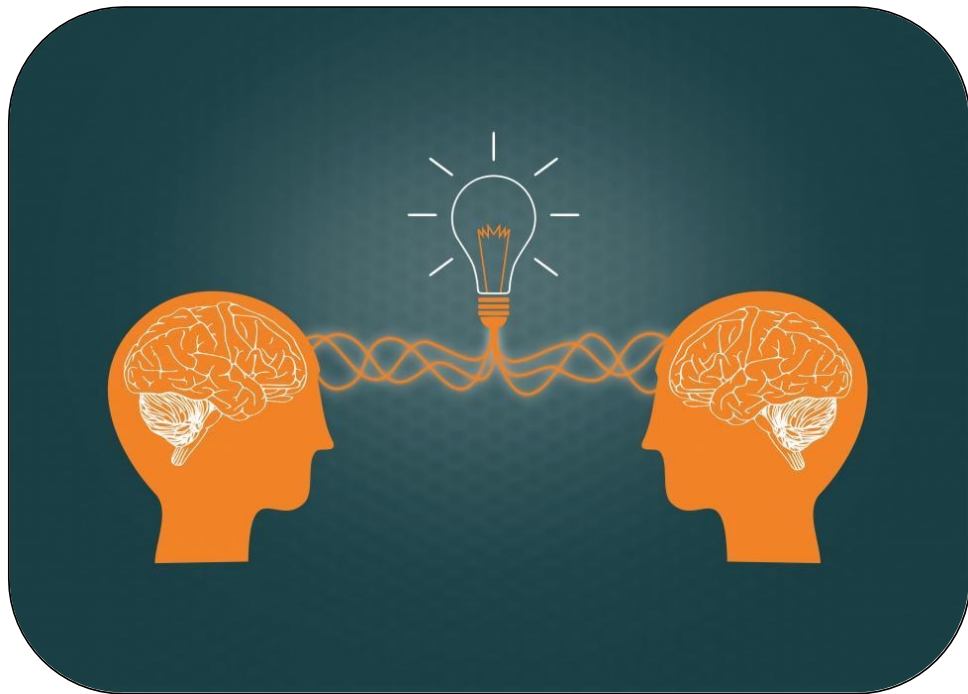
Dr Trudi Ryan
Words for Change

Our challenge



- Time, attention and resources are limited.
- Context matters:
 - Disruption, Uncertainty,
 - Mental health, Disconnection.
- Never been easier to 'escape' a message.

Creating the change we seek to make



How can we engage people
- *empathic to this context* -
so that our messages are
seen, heard, understood and
acted on?

Framing matters

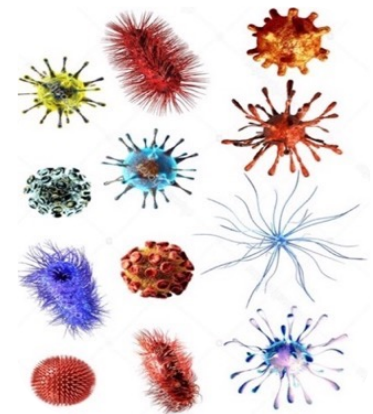
The choices
we make in
presenting information



Crime is a
wild beast preying

IMPACTS

how people
feel, think and act



Crime is a
virus infecting

Framing is a choice



**Environmental
regulations**

The choices
we make in
presenting information

IMPACTS

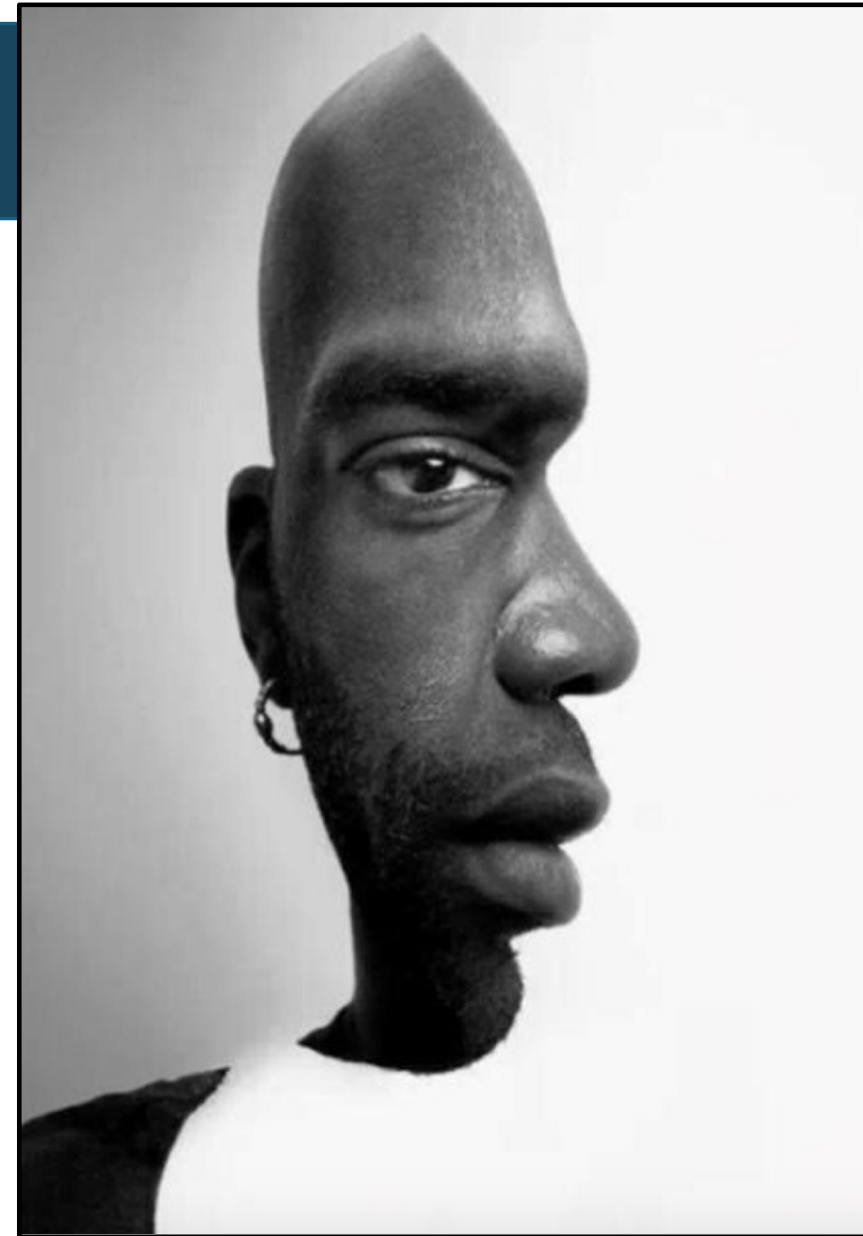
how people
feel, think and act



**Environmental
protections**

I can see your point... and yours as well...

...**but** not at the same time



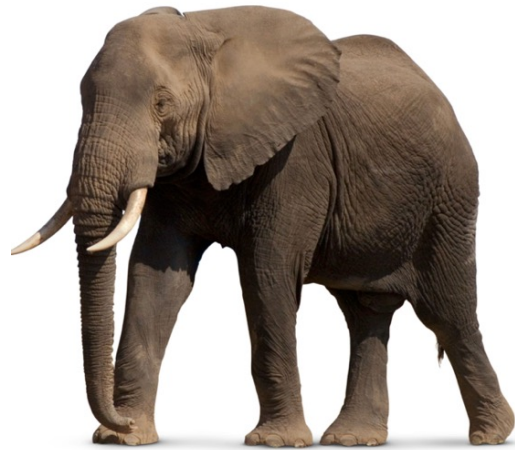
Frame with intention



- **Say what you're for, instead of what you're against.**
- Focus on how you want people to feel, think and act.
- When you change the frame, you change the parameters of thought.



What you fight, you feed

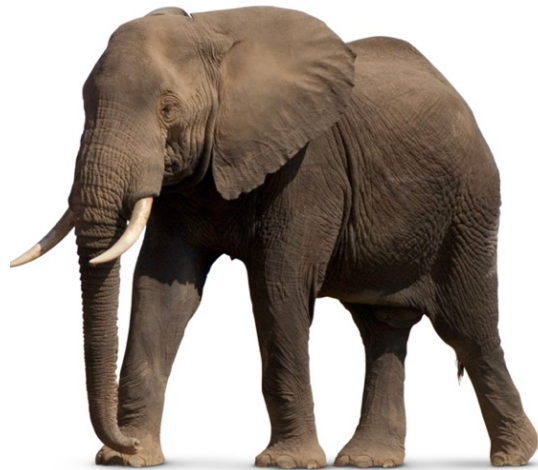


- Negating just activates and strengthens the frame.
- ‘Cut the not’ because it forces you to reframe.





Mythbusting
is a myth!



wordsforchange.com.au

MYTHS Rotary 

BUSTERS

	MEN ONLY	Today we have LOTS of women members, Presidents & District Governors..Everyone is welcome. Rotary was started by business men, and used to exclude women! And so did many other organisations back in the "olden days".
	GOTTA BE OLD	Rotary starts in schools with Interact, Rotaract in Universities, and Rotary from 30yrs upwards. In our District our members range from 30 to 100+ We have presidents under 35 years old. If your local club has a few oldies..join and show them how to use the interweb;-)
	SECRET HANDSHAKES	Nope...that's the Masons. In Rotary, we shake hands (The regular way!) and we are great friends so we are more likely to give each other a massive welcoming hug.
	LOTS OF BBQs	OK....So this isn't a myth! We LOVE a good Aussie BBQ and who doesn't? It's a chance to get out in the community and do a little PR. We do 1000's of different community projects, & raise funds doing everything from Crowdfunding to running yachting Regattas.
	NO PARTNERS ALLOWED	We don't even know where this one came from!? We have many couples in our District that MET through Rotary. Partners ARE welcome. However, we have some members who come to Rotary to get AWAY from their "better half"!
	GOTTA BE RICH	We have rich members, we have career starters and EVERYONE in-between. There's a membership fee and a cost to cover food at meetings. However, if you want to get involved and you can't manage those costs right now...become a "Friend of Rotary" and pitch in your time and skills to help us instead.
	\$\$\$'s GO TO ADMIN	Rotary members are volunteers (not paid) 90.5% of all funds raised by the Rotary Foundation go directly to funding projects. Only 2.9% goes to Admin and the rest goes to help with fundraising costs. Don't take my word for it....Check us out on Charity Navigator

FIND YOUR LOCAL CLUB [HERE](#)

 Angela Bradley
Past President
Rotary Sydney Darling Harbour
[www.linkedin.com/in/angela](#)

WE ARE ROTARIANS

WE BRIDGE CONTINENTS

WE BUILD COMMUNITIES

WE SERVE ABOVE SELF

WE CURE DISEASE

WE BUILD MINDS

WE BUILD PEACE

WE BRING HOPE

WE SAVE LIVES

Rotary



Flip the frame

- Say what you're for, instead of what you're against.

“Positive persistence beats negative resistance”
Prof. George Lakoff



Combat soil acidification



Improve soil health for sustainable agriculture

Stop the decline of woodland birds

Protect and connect woodland bird habitats

Prevent collapse of freshwater fish populations

Enhance river health for thriving native fish populations

Reduce volunteer burnout

Nurture and energise our community of volunteers

Values are powerful motivators for action



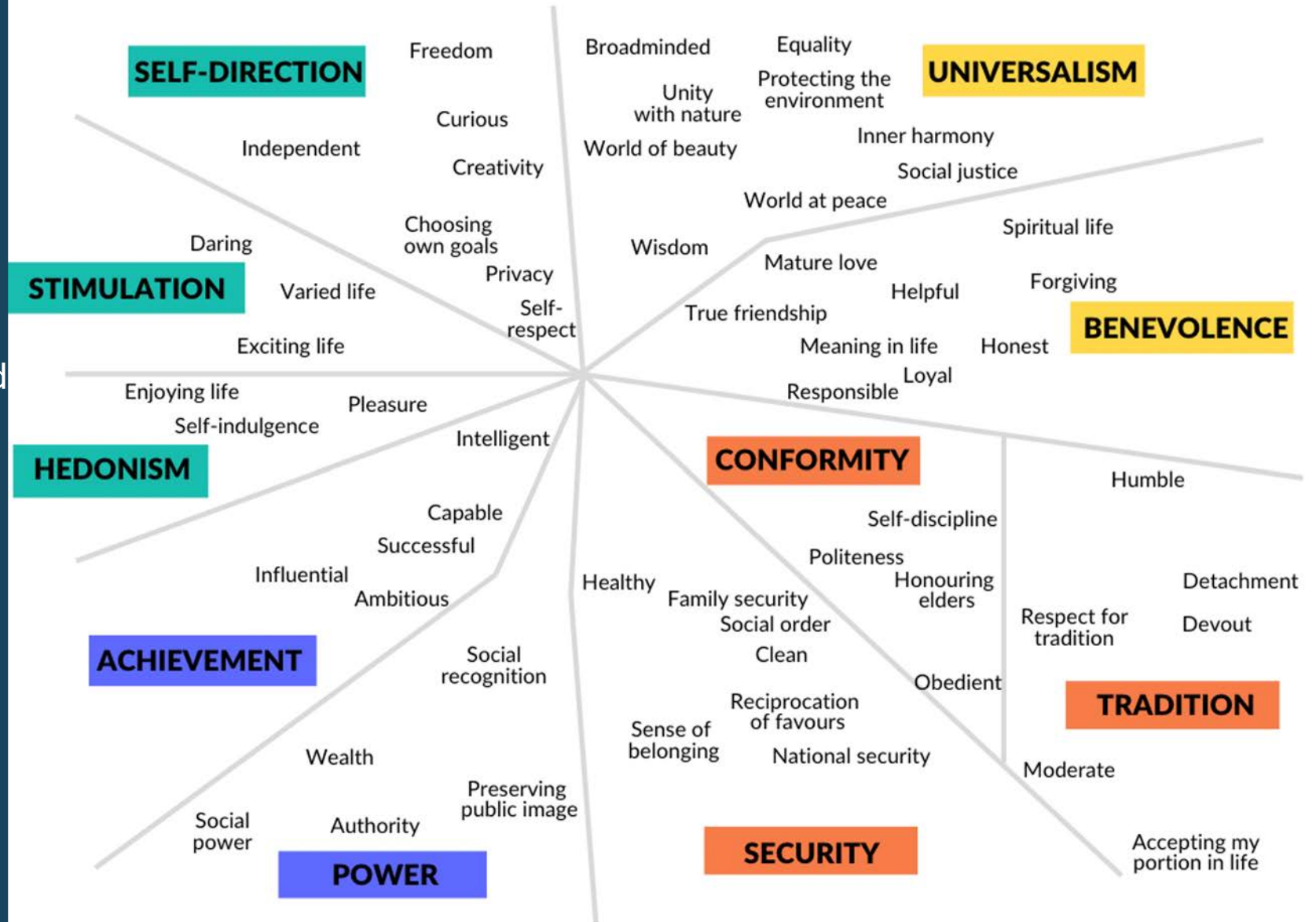
- Deeply felt; what's important to us in life.
- Guiding principles; but mostly operate beneath our conscious awareness.
- Values provide the 'frame' through which we perceive and reason about the information that follows.

Schwartz Values System

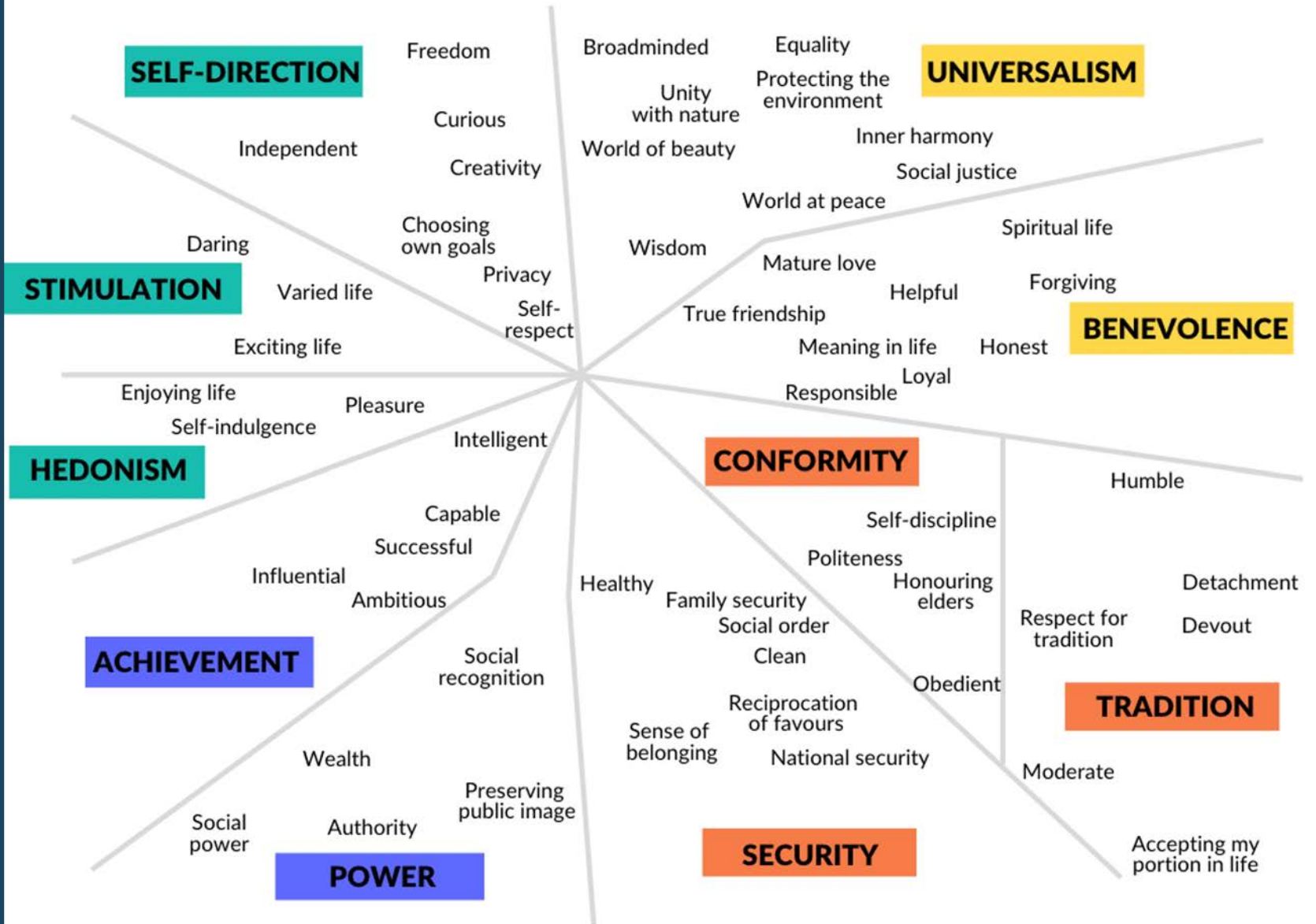
- Universal values
- **Statistical relationships between values**
- Neither good or bad
- All can be motivating in context



Prof. Shalom Schwartz



A deeper look at values motivation



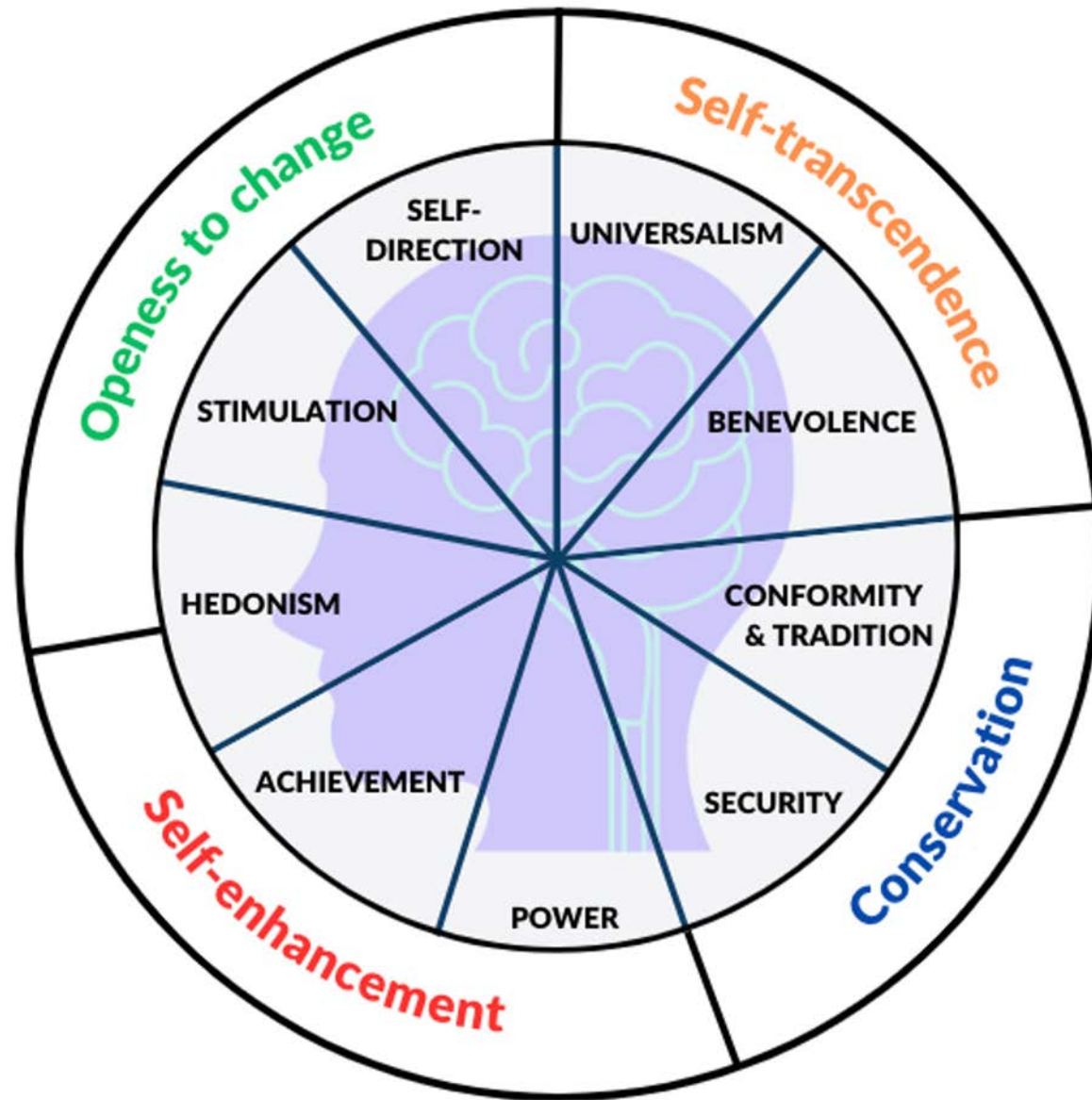
A deeper look at values motivation

- 10 groups



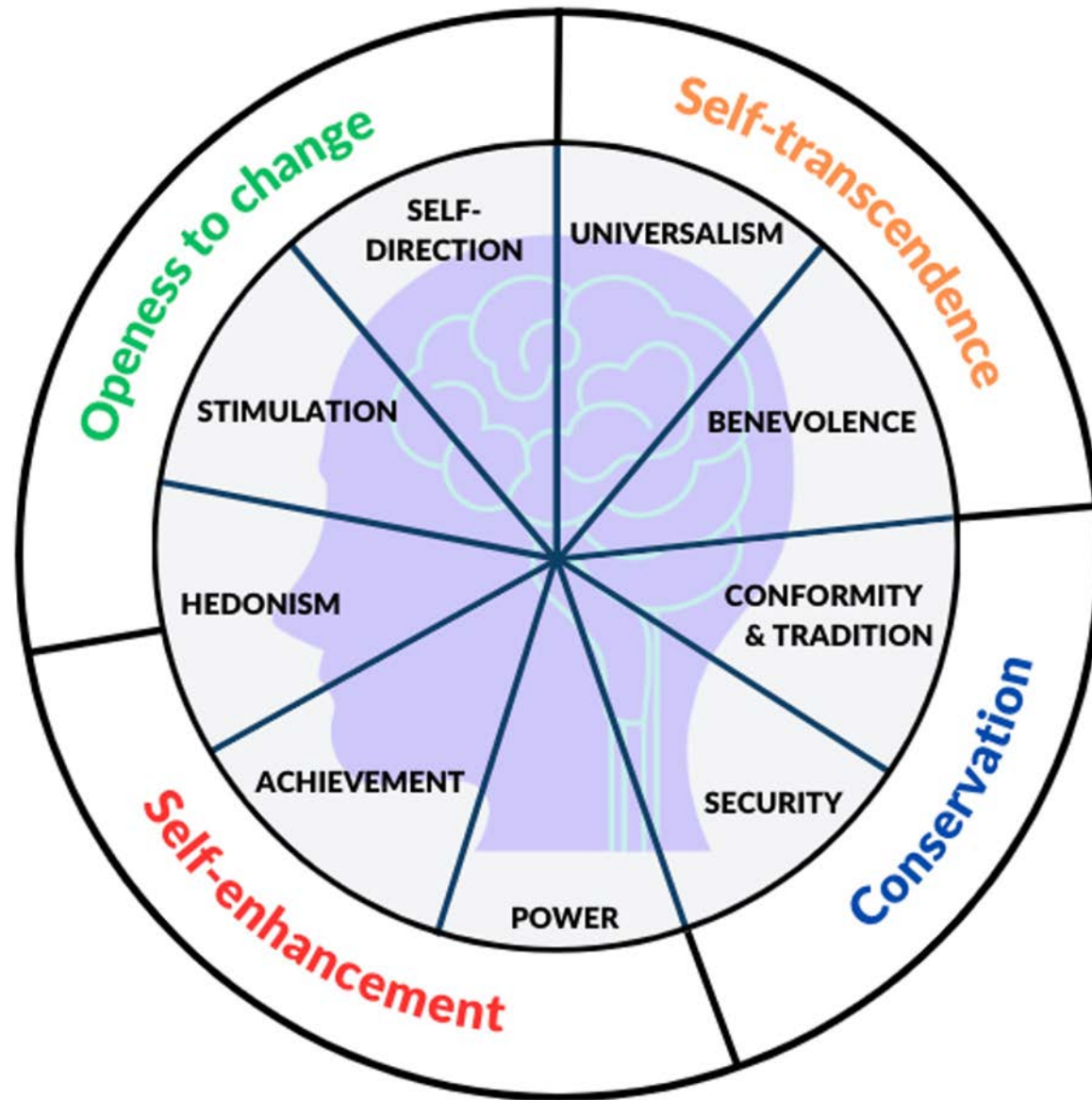
A deeper look at values motivation

- 4 higher order motivations on two dimensions



A deeper look at values motivation

- **TENSION!**
- Inhibition effect

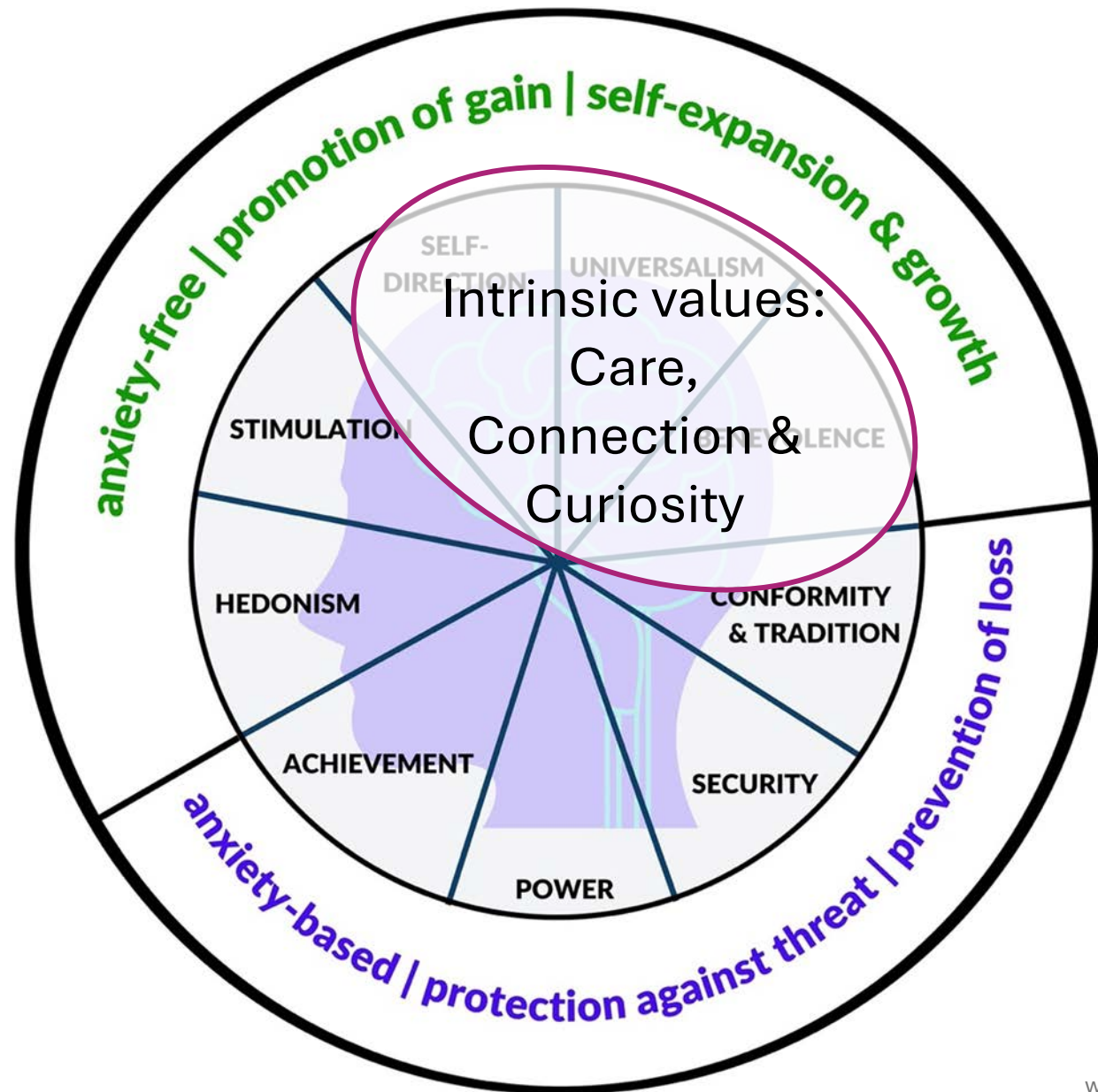


A deeper look at values motivation



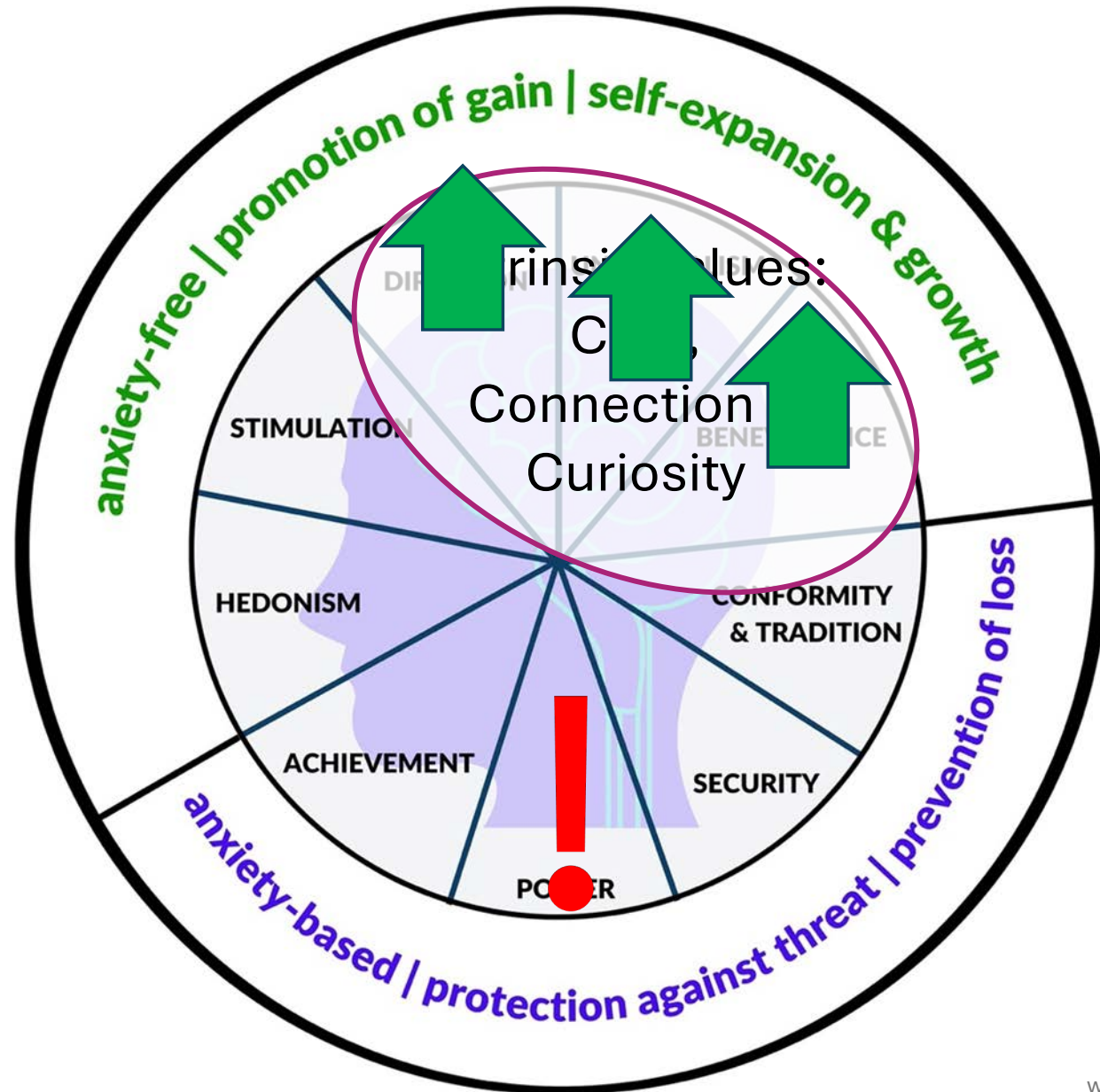
A deeper look at values motivation

- Anxiety-based vs anxiety-free
- Intrinsic values foster greater good mindsets & behaviours

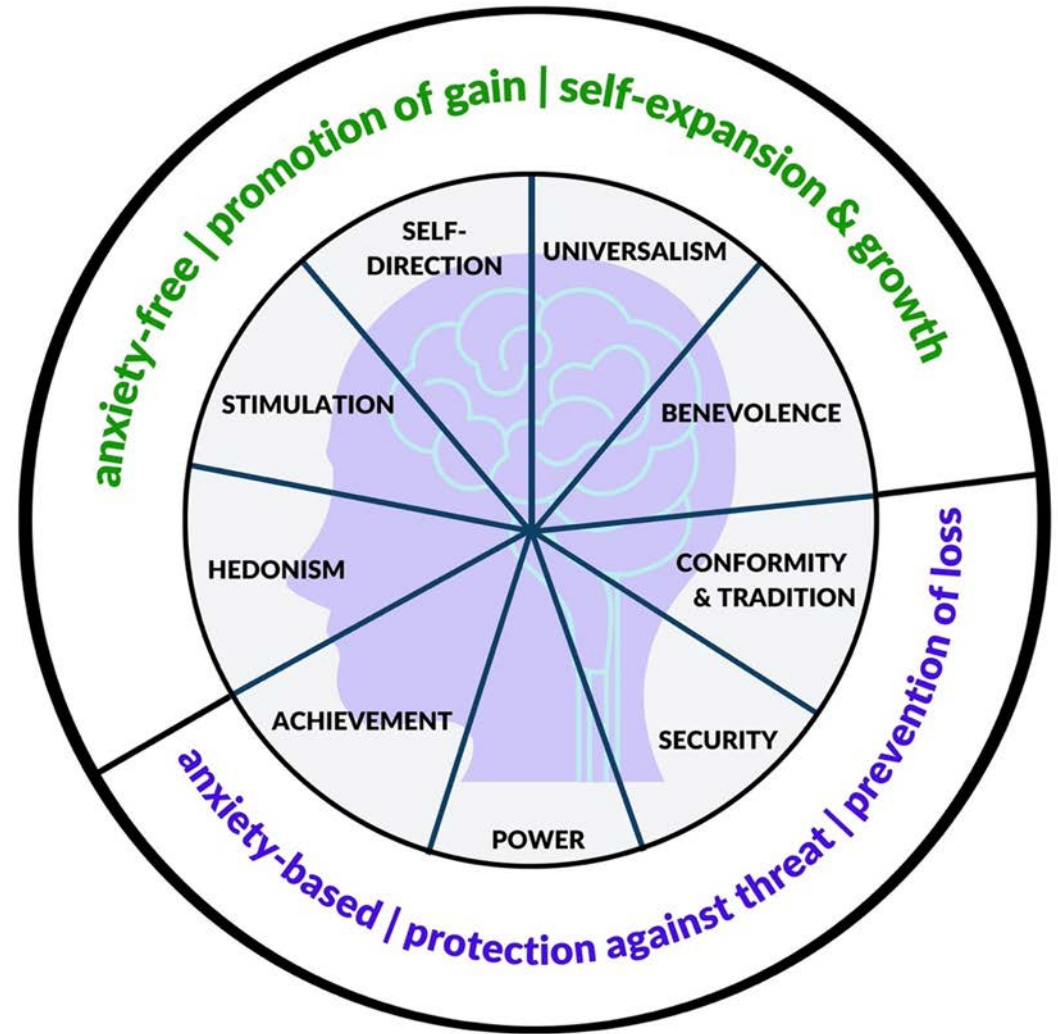


A deeper look at values motivation

- Mind the Values perception gap!
- People care – intrinsic values are the dominant human values



Values Spotto

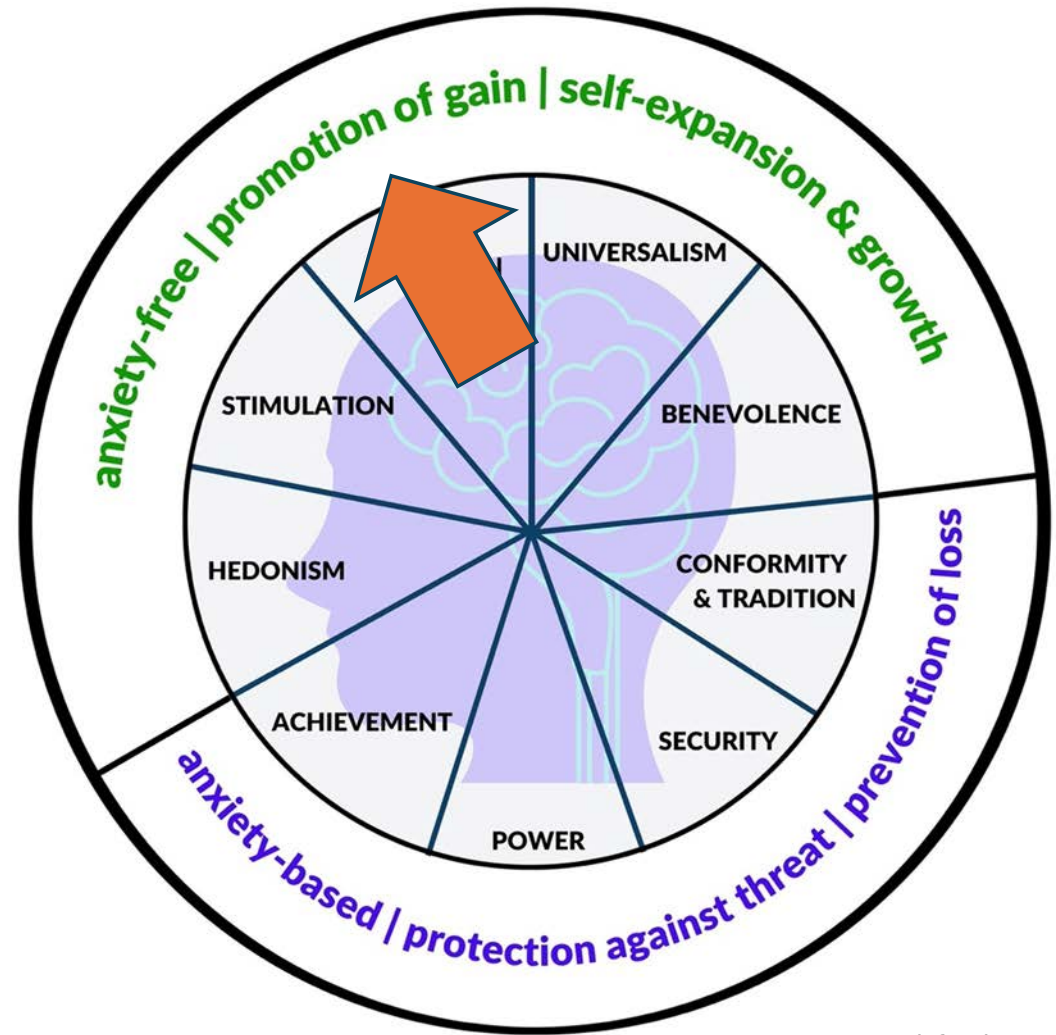


Values-based frames

“Learn new skills with Landcare”



Image: Gen Kay

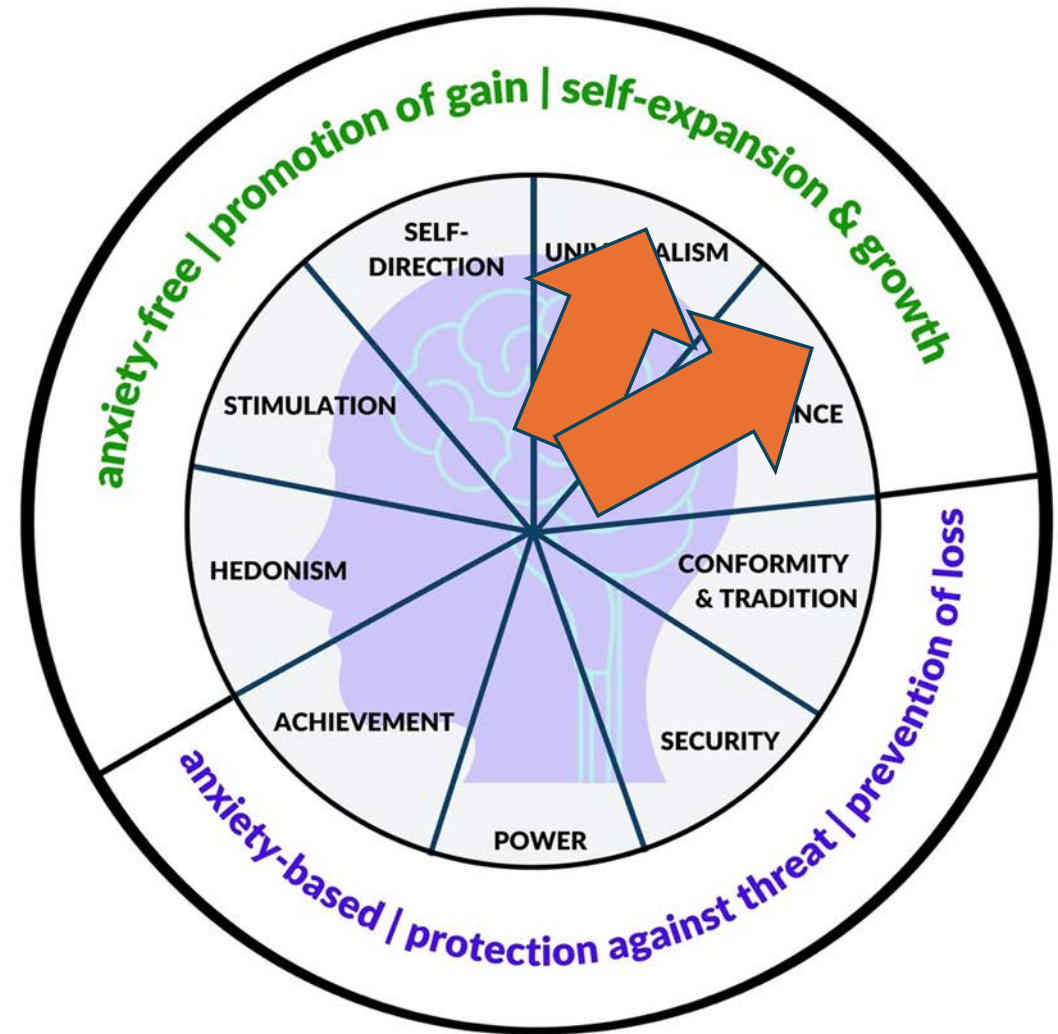


Values-based frames

“Landcare brings people together”

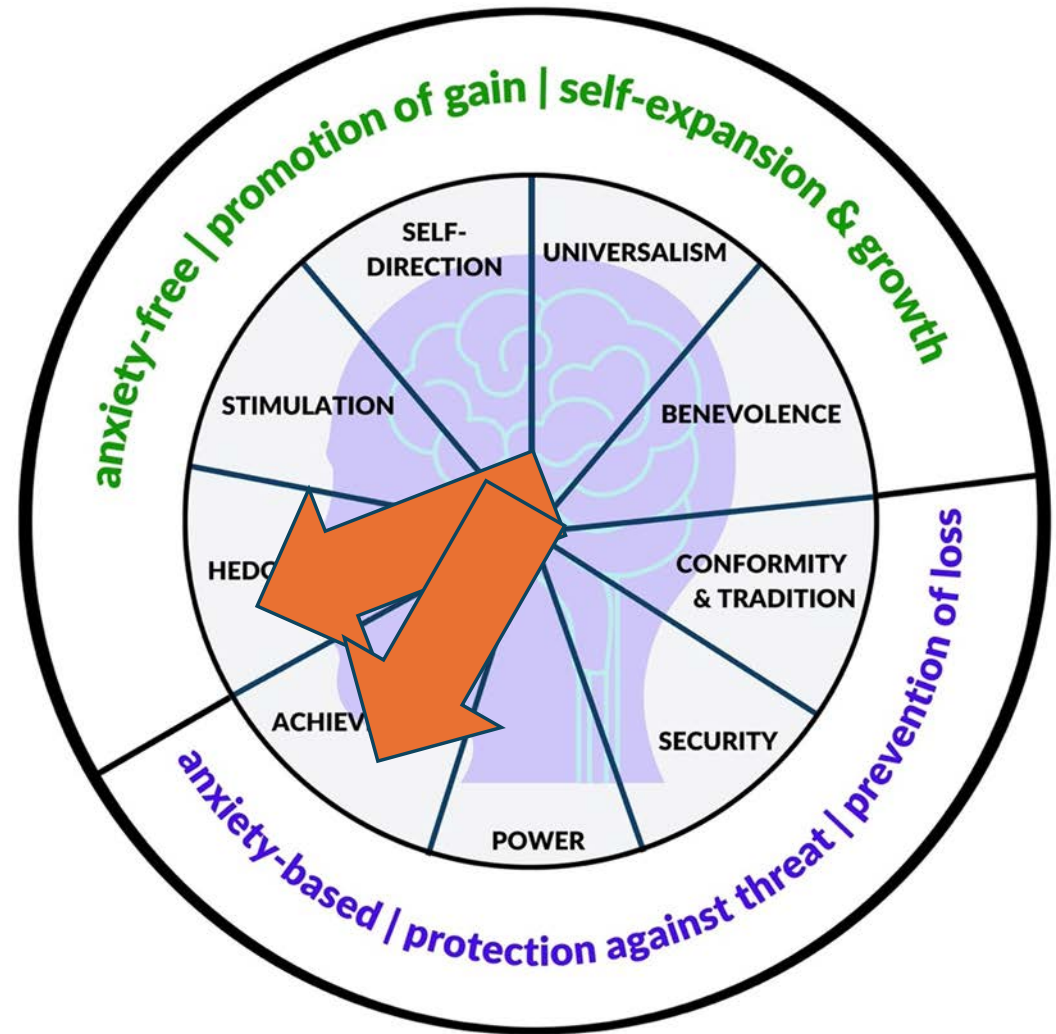


Image: Landcare NSW



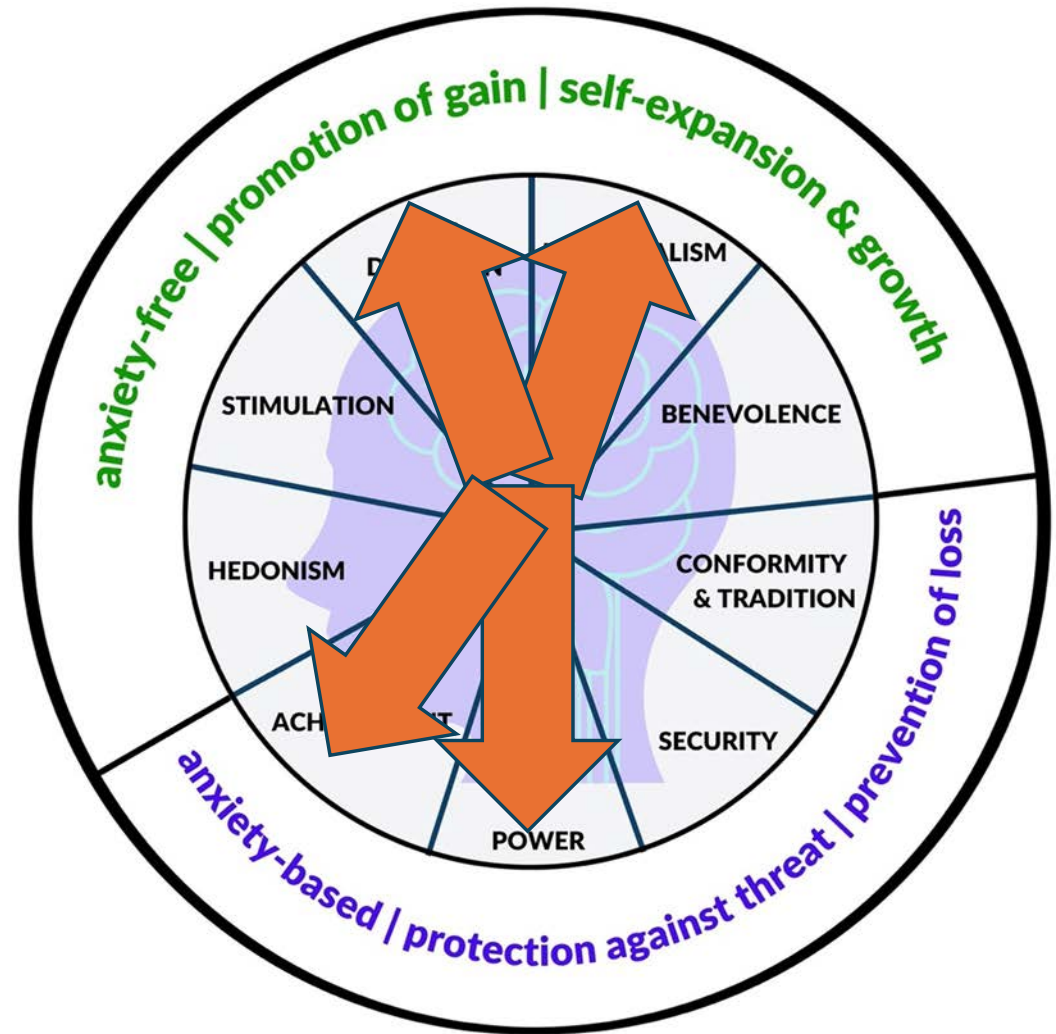
Values-based frames

“Win, win win!”



Values-based frames

Mixed messages are unclear

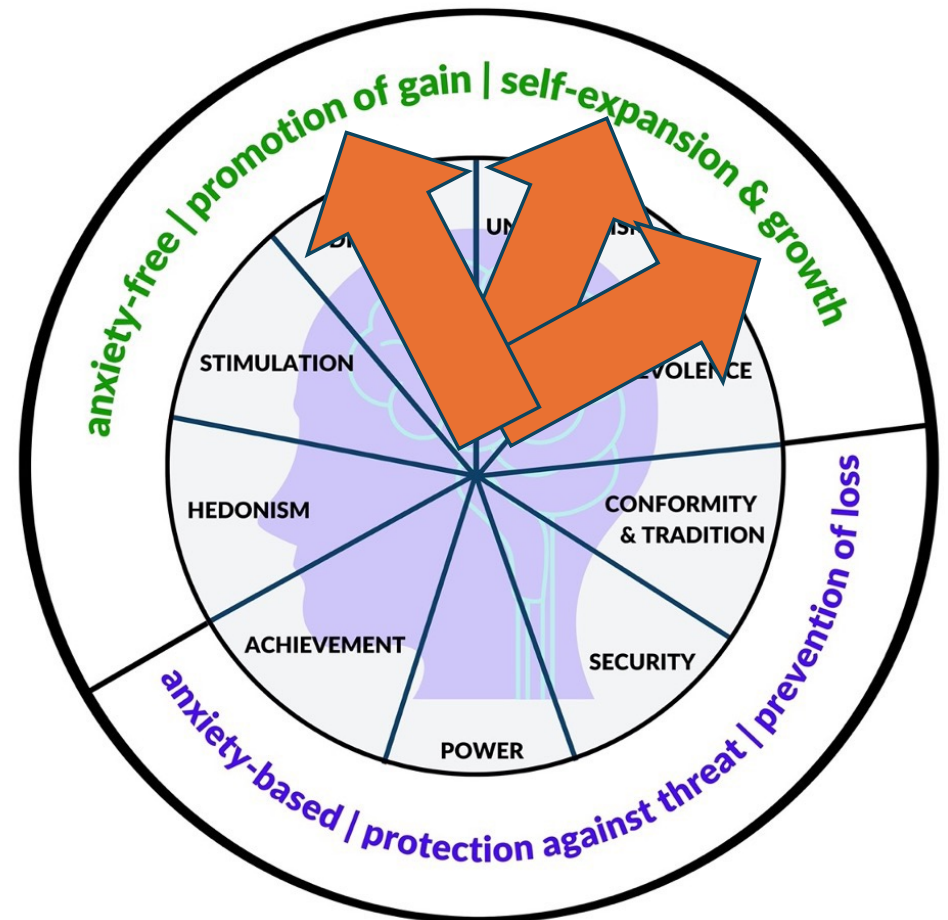


Values-based frames

“Working together to care for our country”



Image: ACT Landcare



Orientate your change narrative



- Values act as a signpost for reasoning.
- We can only go one direction at a time.
- Point people towards intrinsic values for care, connection and creativity – and to embrace the opportunities in change.

Define your message purpose: Feel, Know, Do



hearts

Feel



minds

Know



actions

Do

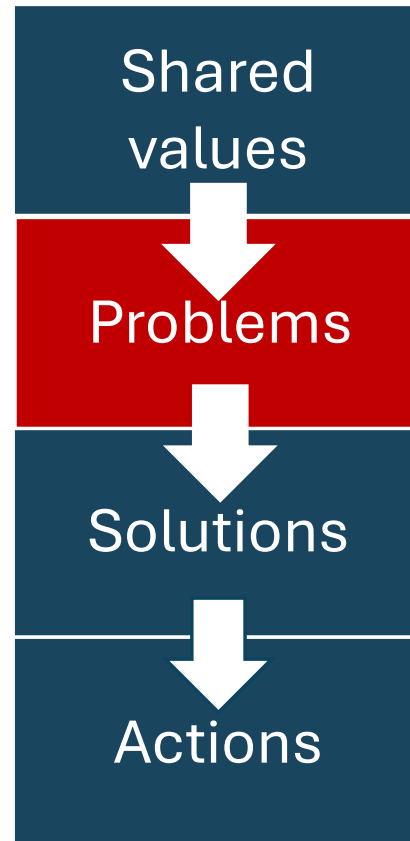
*As a result of my message,
what do I want people to:*

Feel? _____

Know? _____

Do? _____

Order matters - start with shared values



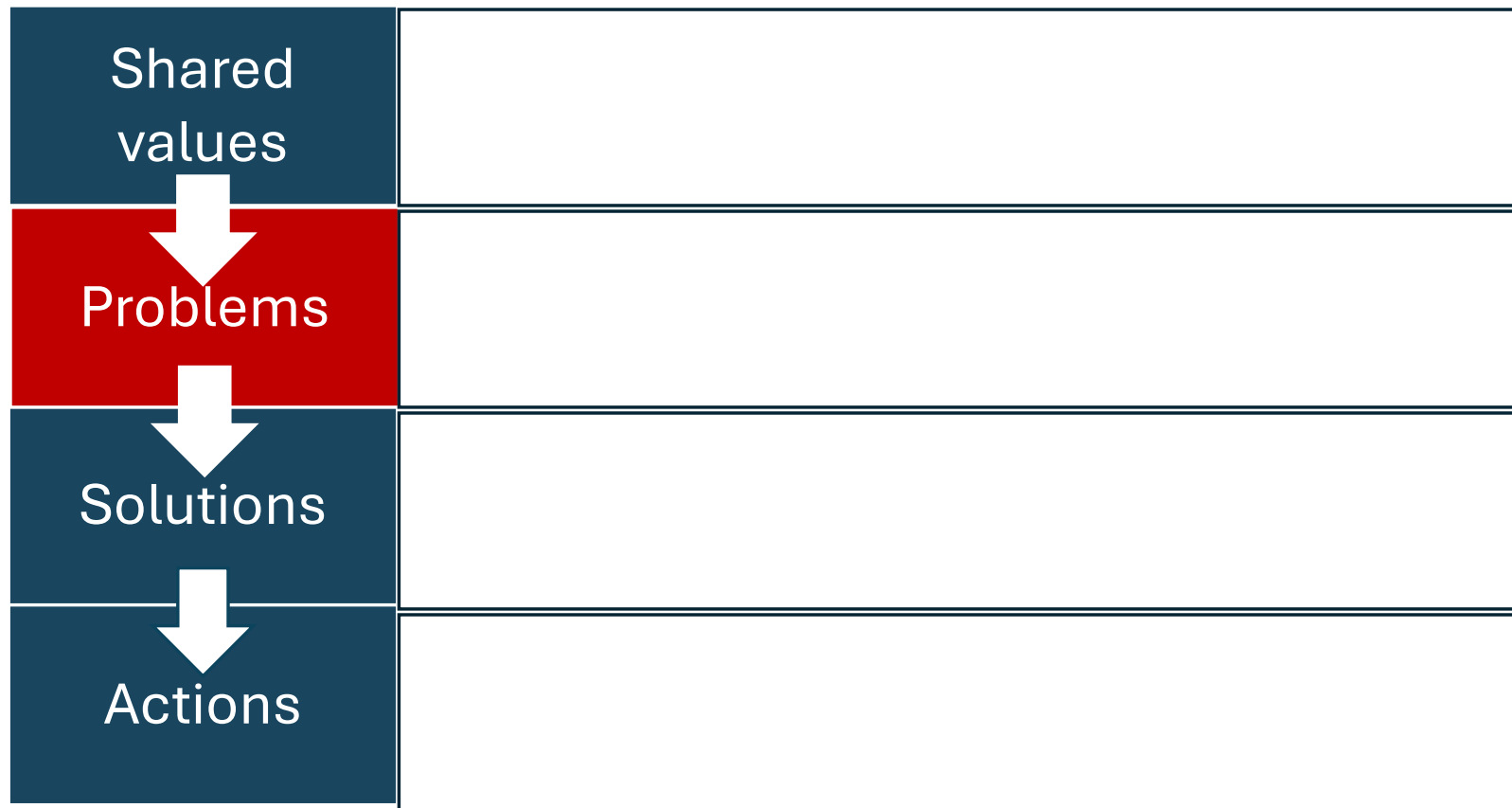
Whether you're in town, or on a farm, we all want Wangaratta to be a place where people feel connected, where people are kind and care about each other.

But some people in our community are suffering great loneliness, they feel sad, isolated and alone.

The Grit & Resilience program brings people together in kindness, friendship and our shared responsibility in making Wangaratta a place we all feel part of.

Bring someone along with you to our many community connection activities, there's something for everyone and everyone is welcomed and valued.

Order matters - start with shared values



Review: Language for Landcare

Context matters

- Time, attention, resources are limited.
- Peoples' problem boxes are full.

Framing matters

- Framing impacts how we feel, think and act.
- Say what you're for; give people something to work towards, instead of against.

Values matter

- Values provide a signpost for reasoning.
- Intrinsic values activate care, connection and curiosity and motivate positive change.

Order matters

- Start with shared values, not problems!
- Positive change requires a shift in emotional state.

Give it a try - Change hearts, minds, and actions



Image credit: Mudgee Guardian

How we message is how we go forward.

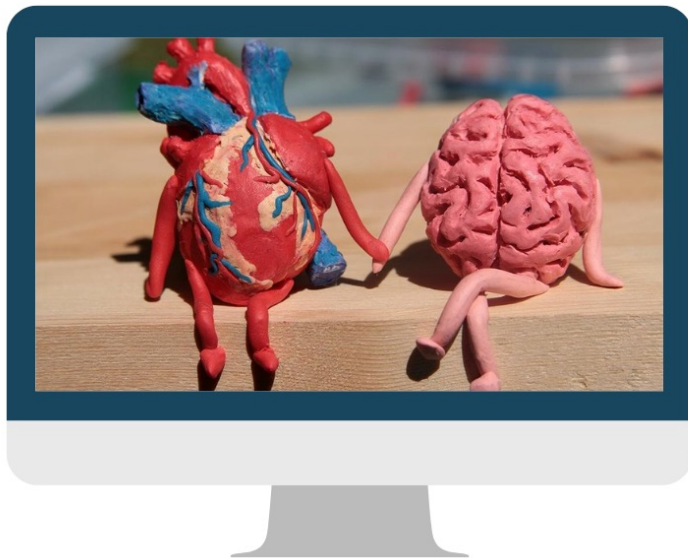
What are we building?

- Caring, connected, curious communities better able to cope with disruption and continue to grow in positive ways (=resilient).

Last word...Keep exploring the language of change

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