Effective Communication Contributes to Project Success

Presented by Leonard Greenberger
RemTech 2015 * Banff, Alberta
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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