

PAUL RITCHIE

STAY ON MESSAGE

The spin doctor's guide to effective and authentic communication



The Seven Rules of Message

1. Conviction underscores every great message
2. Simplicity is the partner of conviction
3. Your behavior must reflect your message
4. Great messages have an audience in mind
5. Great messages own a position
6. Great messages define you and your competitor
7. Repeat your message again and again





“The safety and security of our customers and associates is our top priority. Our thoughts and prayers are with them and their families at this time”
- Wal-Mart Black Friday 2008



**TONY ABBOTT ADMITS
YOU CAN'T BELIEVE
WHAT HE SAYS.**



**SO HOW CAN YOU
BELIEVE WHAT HE SAYS
ABOUT WORKCHOICES?**

He says he will support a new WorkChoices law. But he says you simply can't believe him. How do you know?

Because he said so in a national television interview.

That's right. According to the Opposition Leader, the answer to the nation's work "quest" (that's what they've thoughtfully prepared to call it) is to do nothing.

So you see then, Tony Abbott has said "the plan for WorkChoices is dead."

But he also talks about "holding the middle of employer-employee off the back of small business", making "flexible agreements more flexible" and "streamlined employment agreements less streamlined."

So what does he really mean? All the answers are

11 Working Choices
Answers to your work issues

WorkChoices – whatever it may be – goes to

back from the press.

Australia has every reason to ask Tony Abbott what he really talks about WorkChoices really means.

But what else he means to

take us to

11 Working Choices
Working for a better life.

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Gardner's Forces of Receptivity

1. Reason – logic
2. Research
3. Resonance
4. Rewards and resources
5. Representational redescription
6. Real world events
7. Resistance



The Four Parts of a Narrative

1. Protagonist/participant
2. Changed circumstance
3. Challenge to overcome
4. Goal or moral outcome

Past, present and future

- **Past** – How Wall Street traders caused the GFC (Blame)
- **Present** – Should we keep troops in Afghanistan? (values)
- **Future** – Will we send a team of astronauts to Mars? (choice)

Past, present and future

Tense	Aspect of Narrative	Narrative Focus
Past	Changed circumstance	Blame
Present	Obstacle or challenge	Values
Future	Moral outcome or goal	Choice

Hospital Fall

Future Only Response

“This year the government has a record \$14.5 billion health budget and is spending \$12.2 million on new beds

Link Past and Future

“What happened to Mrs Brown is horrible and that is why the Government is spending \$12.2 million on new beds to ensure this does not happen again



The Components of Framing

- 1 How we see ourselves (our values)
- 2 How we see the world (our priorities)
- 3 How we feel about the future (the issue of risk)

How we see ourselves (values)

“Earlier today police swooped on a suspected terrorist cell. Police arrested a 26 year old-student, Mohammid Bin Mazri, who will appear in court tomorrow. Police also seized a laptop, maps, a backback and religious materials”

How we see ourselves

“Earlier today police made arrests as part of an ongoing investigation into terrorism. Police arrested 52-year-old housewife Emma brown, who will appear in court tomorrow. Police also took possession of a laptop, street directory, a gym bag and an Amy Grant CD”.

How we see ourselves

- Sex
- Age
- Ethnicity
- Religion
- Occupation
- Inferred proof – (street directory vs maps, backpack vs gym bag)
- Our view of the Police

How we see the world (our priorities)

- No Child Left Behind
- The Patriot Act
- Clean Coal Technology
- Healthy engines
- Tax relief
- “Right to Choose” vs “Right to Life”
- ETS vs “great big new tax”



Vaccination

- A. Provide a vaccine that will save 200 people, or
- B. Undertake an action that has a one in three probability that all 600 people will be saved and a two in three probability that all will perish

A = 72% B= 28%

Vaccination

- C. 400 people will die, or
- D. Undertake an action with a one-in three possibility that no one will die and a two-in-three probability that 600 people will die

C = 22% D = 78%

Vaccination

Option A = Option C

Option B = Option D

A = 72%

C = 22%

B = 28%

D = 78%

A = B = C = D = Nobel Prize



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