



The Business of Innovation

Make them understand

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In the last two days ...

You came up with ideas. You refined ideas based on feedback.

You discovered how hard it is to convey ideas.

To innovate successfully, you must communicate your ideas **quickly and effectively.**



In science we are used to ...

- Being listened to for long periods and through detailed explanations.
- Having an audience that is highly literate and competent.



But even with an expert audience you can see how hard it is to get ideas across quickly ...

Product idea	Day 1	Day 2	Final
Climate Change Mitigation Game	6	44	
Star alert	29	23	
Audiograph	8	22	
Autotrans	23	19	
Sun fun	0	17	
Reduce, reuse, reed cycle	19	16	
Space garbage collection	9	14	
RIP Space	21	12	
Reality ³ / hydro ³ portable helicopter	0	6	
Home 3d	15	5	
Sciencespeak	10	4	

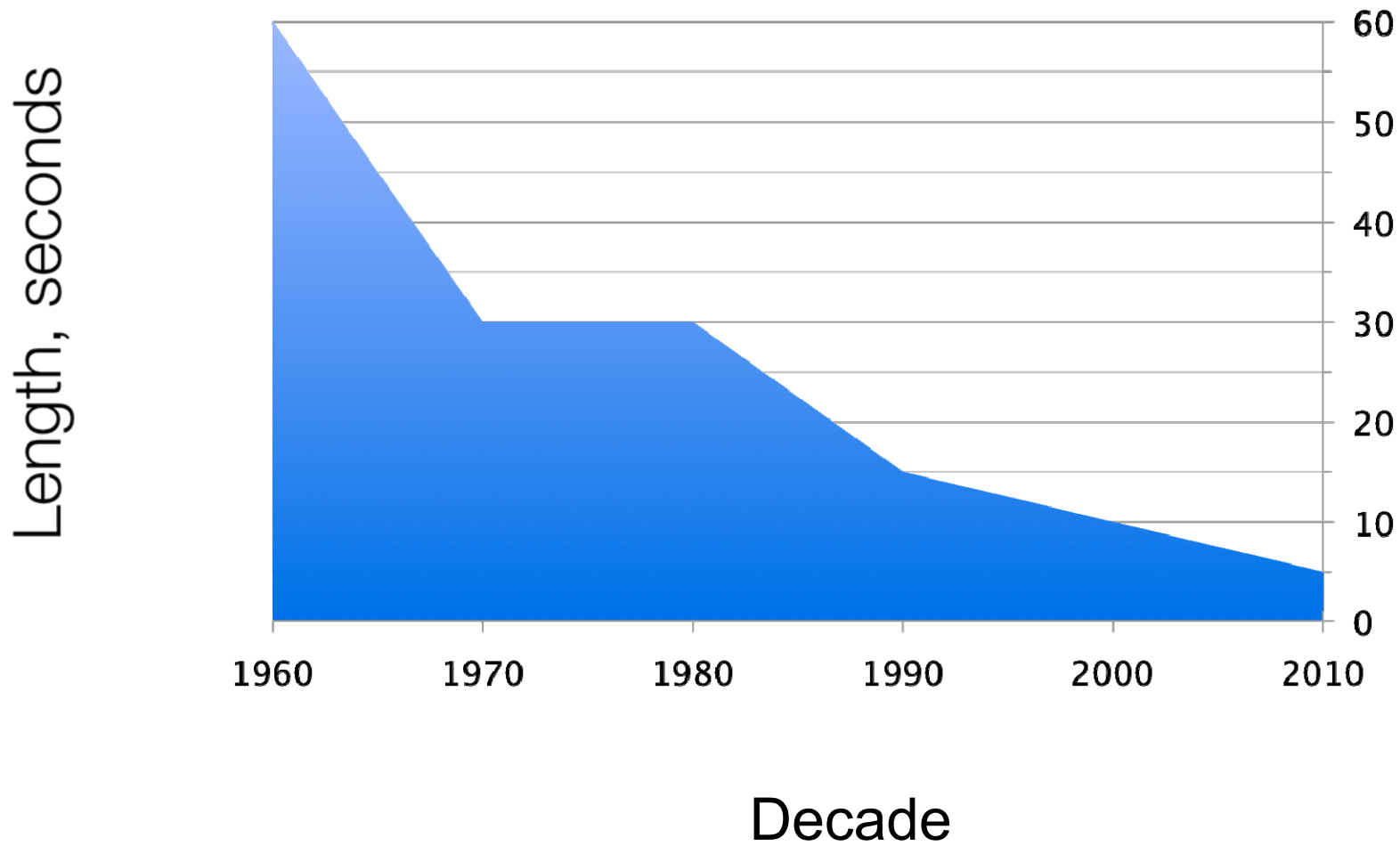
Our mission for today ...

How to get your ideas across.



- Make it pretty
- Keep it simple and brief
- Get your message right




Minimum length of TV Commercials



Tell me what you think is on offer here

Millions of people enjoy  because of its crisp, clean taste that really quenches your thirst. But  also has an honest, straightforward attitude that sets it apart from other soft drinks.

 encourages you to be true to who you are and to obey your thirst.



open happiness™

Tell me what you think is on offer here

If you're ready to build a movement -- based on the issues you care about, and to change the political process itself -- now's the time to get involved locally.

If people like you decide to take control of this campaign locally, we'll be able to win this election and do what must be done: end this war in Iraq, make sure everyone has health coverage, make our economy fairer, and rebuild America's leadership role in the world. But it all starts with changing our politics.

If you decide to own a piece of this campaign and take it to the next level locally, we will win this election. We'll also prove that mass participation at the grassroots can change the dynamic of a political system -- a system that too often leaves the people behind.



VOTE FOR
CHANGE

Do you think you're any different?



Pizza Hut

Valentine Pair Deals

Buy One Free One

13th February - 11th March 2009 (Take Away & Delivery only)

Buy 1 Large Pan Pizza at RM28.90
(supremes range)
get
FREE * 1 Large Crunchy Crust
(family / occasions range)
worth RM25.90

Everyday.com.my

Free

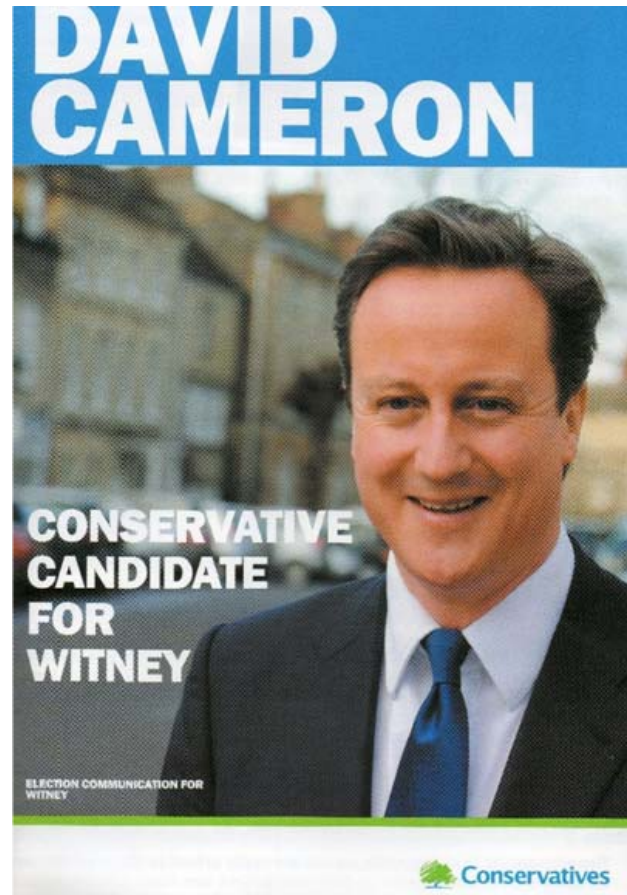
*Terms & Conditions:
- Offer for 20 items large pan pizza purchase only - valid for Take Away & Delivery
- Subject to 10% GST tax and RM2 delivery charge (not valid with other offers)

Delivery

call **1-300-88-2525**

Online Ordering: www.pizzahut.com.my

Pizza Hut
HOT DELIVERY
1-300-88-2525




DAVID CAMERON

CONSERVATIVE CANDIDATE FOR WITNEY

ELECTION COMMUNICATION FOR WITNEY

Conservatives

In the UK  of people don't understand percentages. A similar proportion cannot understand sentences longer than 23 words.



To communicate with the vast majority of the population, you must use simple language, short sentences and nothing numerical or mathematical except for the very simplest of expressions.



Getting your message right using **The Theory of Planned Behaviour**

Conduct a survey or interviews using **TPB factors** to define the questions.

Analyse the results to determine **what factors are most important to your audience or market.**

Construct your message to **reflect the factors that are important to your audience.**

Getting your message right using The Theory of Planned Behaviour

A model of factors people consider in planning and executing their actions. Can explain c. 40% of behaviour.

Attitude

Your message must influence the attitude to the behaviour

Subjective norm

It should indicate that the behaviour is popular.

Moral norm

It should make the behaviour feel like a good thing to do.

Past Experience

It should reflect previous experiences.

Perceived Control

Your message should encourage a sense of greater control.

Situational

It should reflect the customers situation.

Consequences

It should set out positive consequences, consistent with moral norm.

Analyse this text – what do you see?

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Consider factors of Theory of Planned Behaviour

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Notice how each paragraph repeats every one of the TPB factors that are being applied.

Now look at this one again

Millions of people enjoy Sprite because of its crisp, clean taste that really quenches your thirst. But Sprite also has an honest, straightforward attitude that sets it apart from other soft drinks. Sprite encourages you to be true to who you are and to obey your thirst.

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Compare and contrast

airTEXT sends SMS alerts to vulnerable individuals when air pollution is expected to be high. airTEXT users can ensure they have their medication and take appropriate action. The service is provided for free by ESA and London's 33 Councils.

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Remember the last time your asthma flared up? Over 6000 people in London have decided to use airTEXT, because it gives them more control of their condition, by warning them when pollution could worsen asthma. airTEXT is the right choice because it's always conveniently with you on your mobile phone.

Final exercise: Revise your pitch using the TPB

In the next 5 minutes:

Using the 7 factors from the Theory of Planned Behaviour, revise your pitch. Try to include as many of the TPB factors as possible.

Now make your final pitch.

Attitude

Subjective norm

Perceived Control

Moral Norm

Consequences

Situational

Past Experience

How did you get your ideas across?

Yesterdays product idea scores

Product idea	Day 1	Day 2	Final
Climate Change Mitigation Game *	6	44	9
Star alert *	29	23	5
Audiograph *	8	22	11
Autotrans *	23	19	19
Sun fun *	0	17	0
Reduce, reuse, reed cycle	19	16	1
Space garbage collection *	9	14	5
RIP Space *	21	12	6
Reality ³ / hydro ³ portable helicopter *	0	6	3
Home 3d *	15	5	0
Sciencespeak *	10	4	0

My final message to you

The human race faces the greatest challenge in its history – Climate Change. We are scientists who understand Climate Change. The rest of the human race does not.

If we want the World to make the radical changes needed to mitigate dangerous Climate Change, it is incumbent on us scientists to communicate our ideas in way that the rest of the human race and understand, and in ways that address their needs.