

Understanding the schedule:
the challenge of informed consent

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Today

- **Language and communication**
- **Barriers and distortions**
- **Framing ideas for sharing**
- **Project success and stakeholder expectations**
- **Informed consent**



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Language and communication

- **How can you be sure that what you say (or write) is understood by the receiver?**
- **Even when we speak the same language**
 - *English in USA, Australia, UK*
- **Translations**
 - *'stakeholder'*
- **Pictures and drawings**



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Barriers and distortions

- **Perception and 'reality'**
- **Culture**
 - *National, professional, generational*
- **Gender**
 - *'rapport' and 'report'*
- **Personal behaviors and preferences**
- **'noise'**

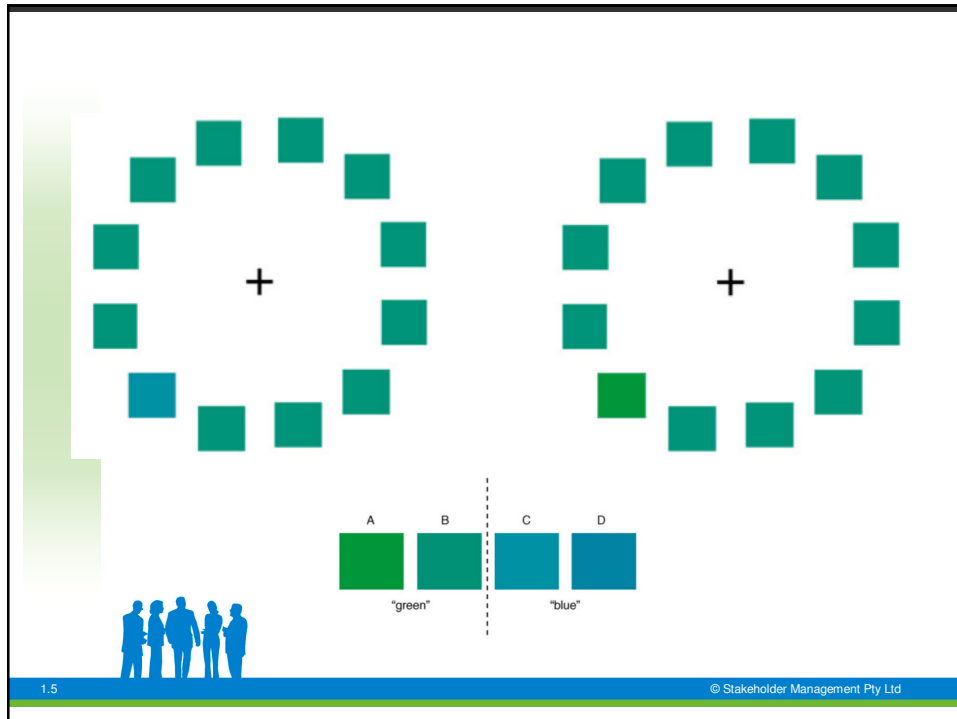


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Framing ideas for sharing

- **What people 'see' is what their language enables them to see**
- **Creating ideas and ways to share them**
 - *Especially when the knowledge, culture and background is different*
- **Common language is essential for effective communication: 'pictures'**



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'Seeing the solution'



Communicating
to the judges

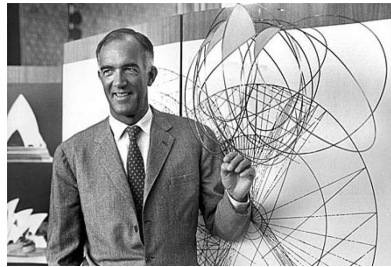
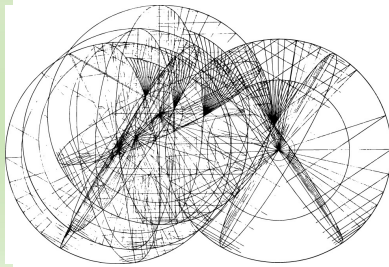
(but the shape of the sails were unbuildable)



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'Seeing the solution'



The architectural / engineering solution
(based on the surface of a sphere)



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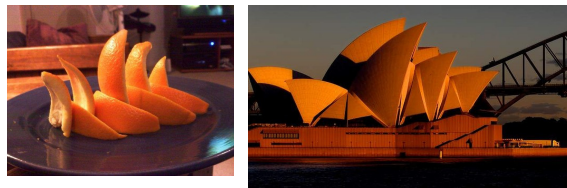
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'Seeing the solution'

Communicating
with the politicians
(not 'professionals')



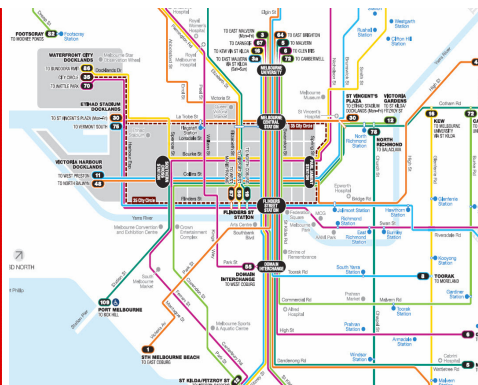
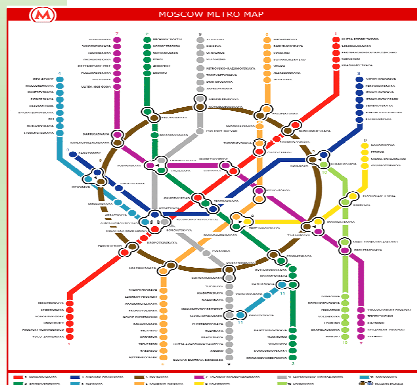
Communicating
to the public



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Effective communication?



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Success and stakeholder expectations

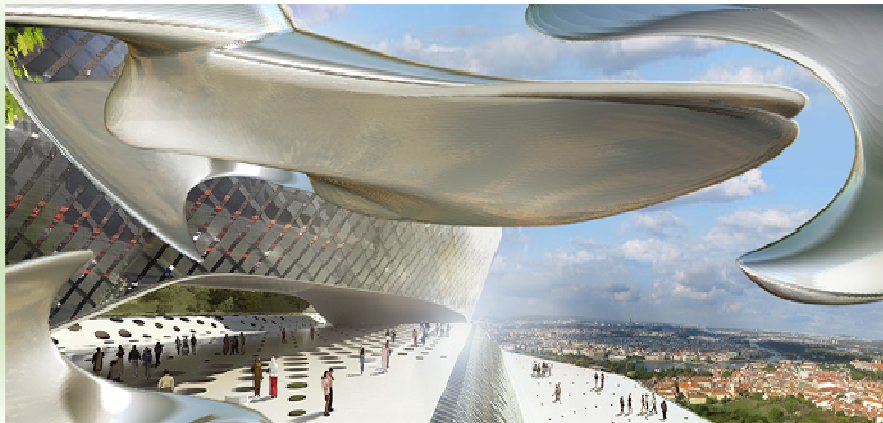
- **Project success**
 - *solving problems*
 - *delivering (to the customer and other stakeholders)*
 - *Approvals and agreements for collaboration at regular intervals*
- **HOW DO YOU EXPLAIN THE CONCEPTS TO THE UNTRAINED?**



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'Personalise'



Framing and checking for understanding



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Informed consent

- **Common understanding within professional group**
- **Frame abstract concepts for broader understanding of stakeholders**
- **Without 'informed consent' probability of perceptions of failure when stakeholder expectations have not been met**
 - *They did not get what they thought they would get!!*



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Conclusion

- **Language and communication**
- **Barriers and distortions**
- ***Framing ideas* for sharing**
- **Project success and stakeholder expectations**
- **Informed consent**



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Questions?

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