



Bring Out Your INNER MORON[©]

TERRA Realty Advisors, Inc.

IRWA – Annual Conference Edmonton, AB

June 26, 2018

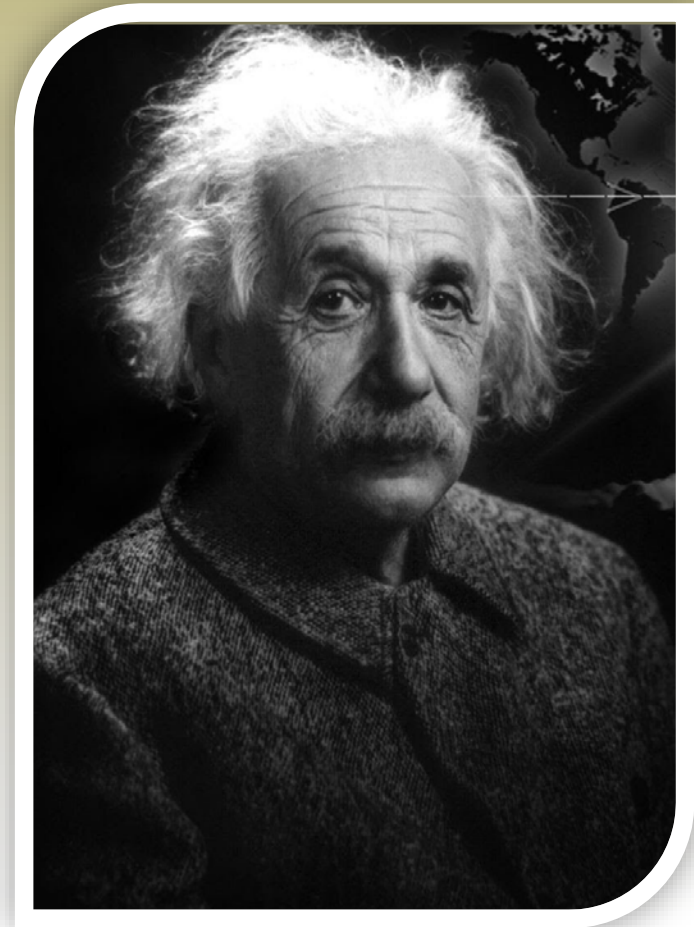
What do you picture?





An Alternate Definition

- Metrics
- Optics
- Research
- Otic
- Narrative





Our World Revolves Around

- Public v. Private Sector translation
- Time v. Money
- Communication v. Information

How do I communicate effectively with audio or visual learners?

How is my message “received”?

How does releasing my Inner M O R O N[©] help get my message across?



M E T R I C S

“ A standard for measuring or evaluating” – Webster

- The Private Sector evaluates Time + Return + Risk

“ It costs a lot to win and even more to lose” – Robert Hunter

- The Public Sector is typically not as sensitive to Time + Return as they are to Risk.

“ Do I keep my job if I approve this?” – Anonymous



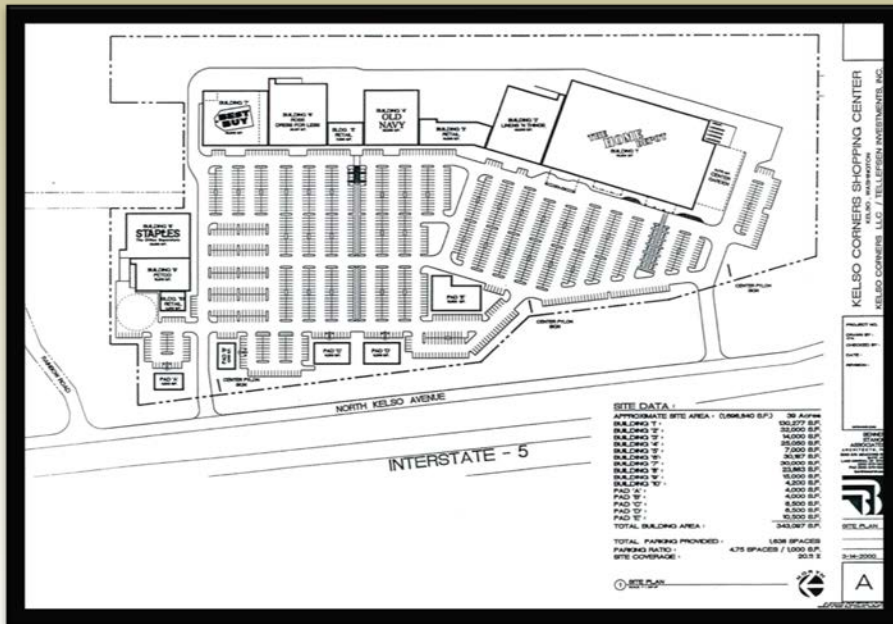
If we don't measure our audience we have the potential for an unbalanced equation in our communications.



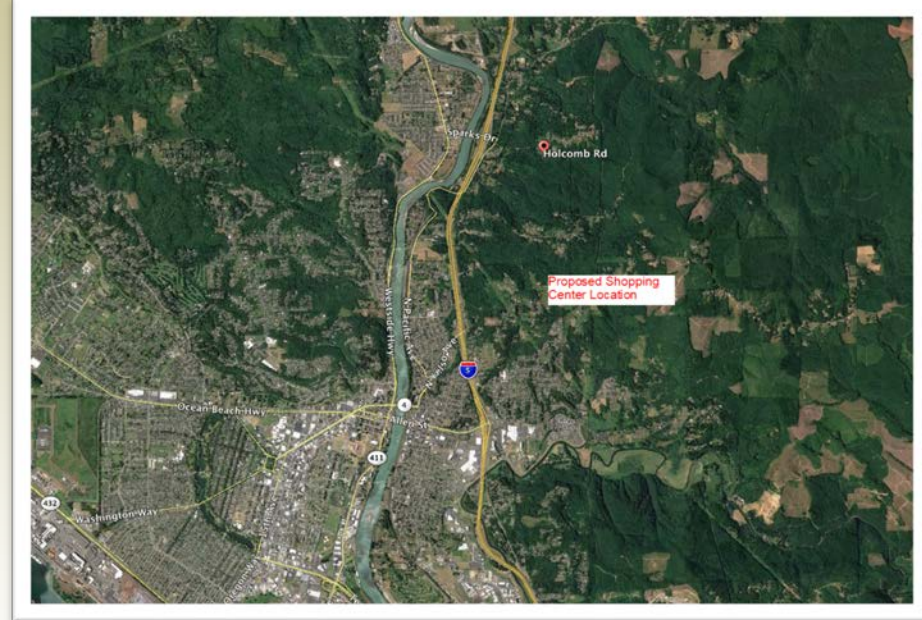


OPTICS

Are we all seeing the same thing?



Plan View



Aerial View



Actual Site





Everyone Sees Things Differently!





The Private Sector “Sees”:

OPPORTUNITY

=

PROFIT \$





The Public Sector "Sees":

NEIGHBORHOOD
OPPOSITION

+

LONG HOURS AT
PUBLIC HEARINGS

POLITICAL
"FALL OUT"





RESEARCH

Success is understanding more about the subject or property than all others involved.

My favorite phrases:

- *“So what does that mean?”*
- *“You’re entitled to your own opinion, but not your own facts”*
- *“Trust but verify”*

Understand the mindset of who you are communicating with, and prioritize what is relevant (facts) v. what is perceived as important.



Example of Research Before Communication

A dvertisement for a C ooking C lass:

- “C ome learn to cook healthy”
- “L earning how to cook could lead to sex”

H ow do these 2 messages “reach” different audiences?

H ow is this perceived by you?



OTIC

“Auditory, hearing” – Webster

The English language is complicated. Words that sound the same can have different meanings.

Dam	Damn
Right	Write
Fair	Fare
Lie	Lye
Pair	Pear



What do you hear



A) It's 10:42

B) It's 18 til' 11

Both use very different words, yet are saying the same thing. Both have different connotations.

A) Connotes an earlier time

B) Connotes a later time

Plan your dialogue to achieve your goals



How do you "SAY IT"

The same words can be perceived very differently.

Fast v. Slow

Soft v. Loud

Inflection

What is the best way from the metrics and research to deliver your verbal message?



NARRATIVE



“Telling the ‘story’”

- “Text Talk” . We all have our professional dialects and acronyms, which we will understand. Does our audience?
- Are we “framing” our story in a context that can be received and understood by our audience, exactly as we understand it?



Verbal v. Words on Paper

- “Paint” a picture for either speech or text, it’s worth 1,000 words
- Say what you’re going to say
- Say it
- Tell them again what you said

The Narrative and Painting by Numbers

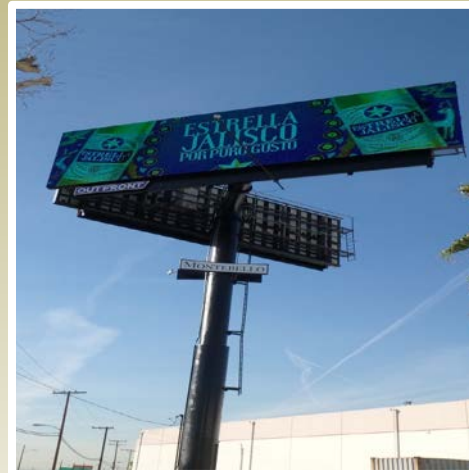
The City of Montebello needs money to upgrade their signs.



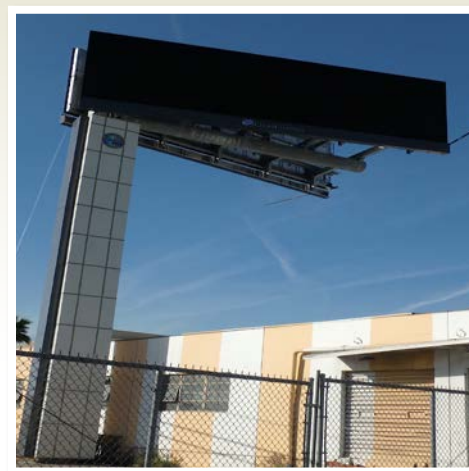


Painting by Numbers

City Gets Money



Revenue
\$70,000/ year v.
10% of revenue



Revenue
\$75,000/ yr.



Bringing out your Inner M.O.R.O.N

Exercise awareness and follow your Inner
MORON[©]

M etrics: managing the information and context

O ptics: organizing and visually painting a picture

R esearch: your roadmap to success

O tic: optimizing your words and delivery

N arrative: Negotiating the nuances of your message

Without paying attention to our Inner MORON[©] we risk:

- Misunderstandings
- Deal fatigue
- Loss of interest by all parties
- Wasted time and money



The race to the finish line is not always won by the fastest.

It's won by those that take the time to bring out their INNER MORON[©]!



Thank you!

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