

Exercise 10: Digging Deeper: Adding Emotion to Your Communication

Tapping Deep Motivations • Fostering Hope • Empowering Others

Important caution: We are suggesting you do the following exercise with your chosen (or assigned) partner(s). However, due to the corona virus pandemic, we ask you to *do this exercise virtually*, i.e., to talk by phone, Skype, or any other social media app you feel comfortable with. If you cannot use any of the virtual options and are meeting in person, please adhere to all local guidelines on social distancing during the COVID crisis: maintain at least a 1.5 m distance to your partner(s) and other people. Behavioural guidelines during the pandemic are updated frequently and you can see the latest at the [WHO website](#) and, particularly, the [Seychelles Department of Health](#) guidelines.

Purpose of Exercise

The purpose of this exercise is for you to:

- Strengthen your approach to communication by *noticing and actively engaging with emotion*.
- *Learn how to integrate the energy of emotions, hope, place identity, and the deepest sources of motivation into your climate change communication.*

Needed Supplies

- Pen and paper or Notebook/journal
- Previous work completed on other elements of your communication strategy (results of Exercises 4, 6, 8)
- Supplementary Materials for Unit 3.
- Slides for note-taking or print out:
 - Unit 3, Part 1, Slides 35, 36 for ideas on tapping into the energy of emotions
 - Unit 3, Part 2, Slides 32 and 33 for ideas on fostering hope
 - Unit 3, Part 2, Slide 36 for ideas on connecting to place identity
 - Unit 3, Part 2, Slide 38 for the sources of deepest motivation

Time Requirement

30 minutes

Instructions

1. **Connect with your training partner (virtually) and discuss the following:**
 - How can you tap into positive emotions that your audience may have or could experience in the context you are talking about?
 - How can you tap into people's sense of place, place identity, cultural pride?
 - How can you make space for their authentic emotions (all of them)?
 - How can you increase people's sense of being heard as "whole human beings"?
 - How can you foster hope?
2. **Augment and refine your strategy!**
 - Begin thinking about using the full pallet of communication tools and means to augment your communication (e.g., visuals/graphics/imagery, audio/sounds, video, artful expressions etc.) to support the emotional part of your message.

- Remember, you are trying to engage both hemispheres of people's brains to get to an integrated, fuller understanding and engagement with the issues you want to communicate about.

Note: This is an incredible opportunity! Very rarely do we get to work with others to help us shape and refine our communication. Think of yourselves as supportive coaches who are here to help the other person succeed. (And maybe you like and benefit so much from it that you might want to make that a new habit!? Ask for help. Offer your help. You both win!