



Northwest Construction Consumer Council

Living in interesting Times

November 13, 2002

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QuickTime™ and a
GIF decompressor
are needed to see this picture.

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Living in Interesting Times

- Internet
- Crisis management
- Being an effective communicator

Internet

- Not understood: it's new
- Lost and frustrated trying to understand
- Huge success
- Huge failure

Lost—go to high ground

- New city
- Climb a building
- Hire a helicopter
- High level thinking

High level thinking



Marshall McLuhan
(1911-1980)

McLuhanisms

Technology is an extension of the human body

- Foot = shoes, the wheel, jet airplane
- Skin = skins, clothing, buildings, heat & AC
- Eye & ear experience speech, print, telegraph, radio
- Brain

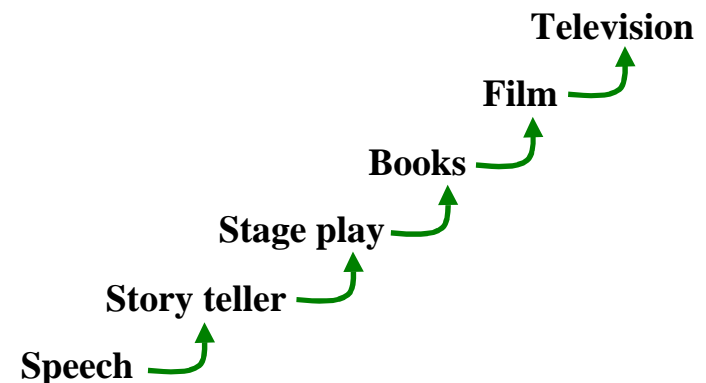
McLuhanisms

- “The medium is the *message*.”
- “The medium is the *massage*.”

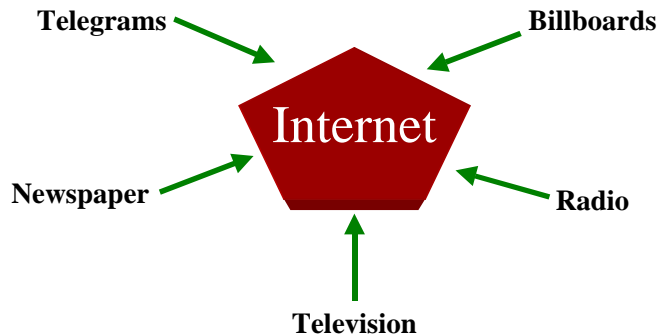
More McLuhanisms

- “We look at the present through a rearview mirror, we walk backwards into the future.”
- The content of a new medium is the previous medium

The content of a new medium is the old medium



Content of the internet



Marshall McLuhan

Isolation & shared experience

- Speech — bring together
- Print — isolates
- Radio & TV — brings together
- Internet — isolates & brings together

Crisis management

- Not if = when
- Enron
- Arthur Anderson

Best practice

- Plan for the worst
- Be open to press
- Be candid
- Express empathy
- Don't take responsibility

Breach of faith

- President Nixon
- Airlines – “don't kill me”
- Doctors – “do what's best for me”
- Accountants – “follow the rules, tell me the truth”
- Construction managers – “building will shelter and protect me”

Persuasive = credible *Building relationships*

Credibility

- Expertise
- Trustworthiness
- Goodwill

Before speaking

- Pre-set your belief and attitude
- Professional attitude = caring

Your personal Credibility Audit

Expertise

- Title
- Education
- Experience
- Vocabulary
- Dress

Trustworthiness

- Under promise–
Over deliver
- Say “No”
- Do what you say

Goodwill

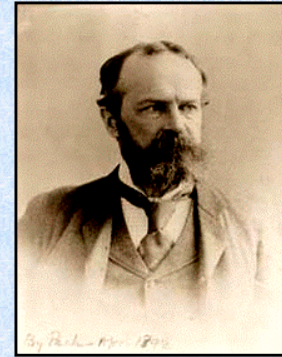
- WII-FM
- Other-oriented
- Other's best
interest at heart



Building trust Give people what they crave

Show honest appreciation

“People have a craving to be appreciated.”



William James
Harvard University – 1890



Living in Interesting Times