

Changing Roles



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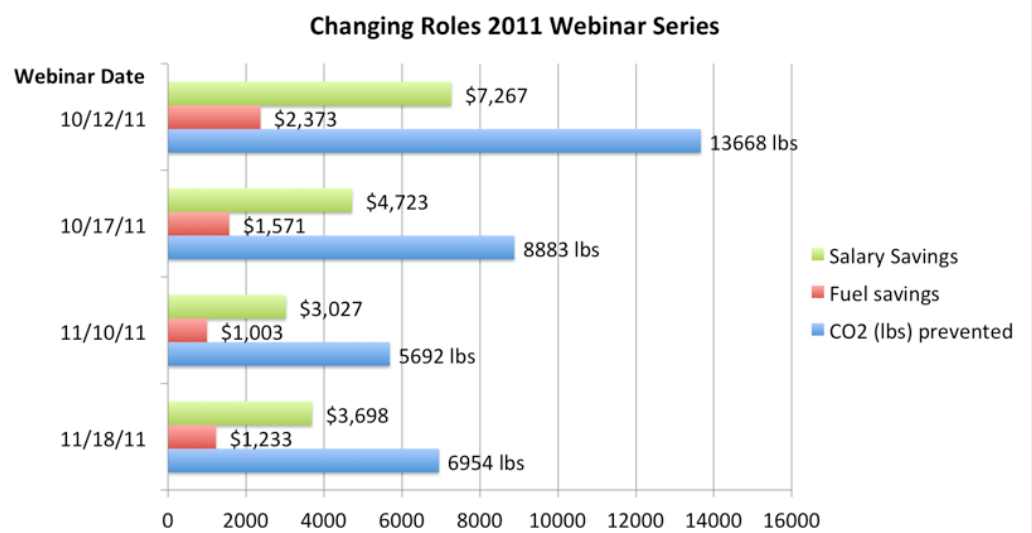
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Special Feature: The Changing Roles Webinar Series Saves Money!

Our annual, 4-part webinar series wrapped up in November. The theme for this series was *Considering Natural Resources in Land-Use Decision Making Processes*. Each session addressed this theme from a particular perspective, including the perspectives of natural resource professionals and land-use planners. One session included a case study highlighting a forester and county planner collaboration, and another addressed a conflict management approach to multi-stakeholder processes. There were over 350 participants from 40 states, including most of the southern states. Participants requested over 150 continuing education credits from the Society of American Foresters and the International Society of Arboriculture.

Fuel and salary cost savings from participants attending webinars in their offices versus traveling to a live talk can now be estimated, as can the pounds of carbon dioxide emissions prevented. An estimated \$6180 in fuel savings and \$18,715 in salary savings was calculated for the Changing Roles webinar series, for a grand total of \$24,895 saved! Additionally, an estimated 35,197 pounds of carbon dioxide emissions were not emitted into the atmosphere. These numbers likely under-represent overall savings because they are strictly for participation in the live webinar and do not include statistics for viewing of the archived sessions.



This table depicts the salary, fuel and carbon dioxide emission savings for the individual webinar sessions.
By Dr. Robert Bardon

For a brief explanation of how this was calculated visit:

<http://www.interfacesouth.org/products/changing-roles/webinars/calculations-and-assumptions-for-fuel-salary-and-carbon-dioxide-emissions-savings-for-webinar-series>

To access recorded and archived sessions (and earn continuing education credits for up to one year) from our fall 2011 series visit: <http://www.forestrywebinars.net/search?SearchableText=table>

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Dwight Barnett, Tennessee Division of Forestry and Michael Briggs, Metropolitan Nashville Planning Department

In this Update we highlight a partnership between individuals from the Tennessee Division of Forestry and Sumner County Planning Department. This partnership was represented in a session of our 2011 Changing Roles Webinar Series. In 2010, Michael Briggs, a County Planner, was working with Sumner County, TN when they began to develop the county's Comprehensive Plan. Through a series of public workshops and surveys the planning department discovered that the protection of natural resources was a top priority for community members.

Around the same time that these workshops and surveys were taking place, Dwight Barnett, the Sumner County forester, began attending planning commission meetings, hoping to get more involved in the land-use planning process. Michael and Dwight met and immediately began talking about including a natural resources component in the plan.



Michael Briggs



Dwight Barnett

Dwight served on a Natural Resource Protection Focus Group for the county and networked with local representatives involved in the plan's creation. He provided current and historical data which was used to formulate the county's land-use policies. Because of this collaboration, some forested areas that were threatened from growth and development were highlighted within the plan and strategies were outlined to lessen the growth impacts. Additionally, the plan pointed out the economic value that natural resources bring to the county. The plan was adopted by the Planning Commission and County Commission in 2010. This is one case study example of how foresters can contribute significantly to the natural resources element of comprehensive plans which can then shape policies, regulations, and ultimately the future of our future forest landscape.

For more information on this partnership, listen to Dwight and Michael's webinar session at:

<http://www.forestrywebinars.net/webinars/what-happens-when-we-are-at-the-table-together-a-case-study-from-sumner-county-tennessee/?searchterm=dwight>

Trainer Tips: Why Bad Presentations Happen to Good Causes

How far back must you search in your memory to recall the last presentation that wasted your time? A week? A day? An hour? Rest assured: Your misery has plenty of company. Talk to any colleague who has been to a conference recently and you are bound to get an earful about endless data dumps, bullet-riddled PowerPoint®, and lifeless speakers. Who among us has escaped the sinking feeling that follows those dreaded words "I just have a few more slides"? Have you ever wondered why so many of our colleagues- decent, well-educated, well-intentioned folks- are so good at being so boring? Has their devotion to sound science and data made them forget that audiences need not only to be educated, but emotionally engaged as well? Are they just too smart for their own good?

Andy Goodman and Cause Communications present, *Why Bad Presentations Happen to Good Causes*, a free downloadable book in which the author reports what it takes to engage, inform, and motivate an audience. He interviewed speakers nominated as the top presenters in their field, public speaking coaches, and authors of some of the best-known books on presenting. He conducted survey-based research to investigate perceptions of public speaking and the art of presenting. Through the survey responses, Andy identified the problems that most often sabotage presentations (The Fatal Five) and the qualities that audiences find most desirable (The Three Most Wanted). These survey findings are summarized on the next page.

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The Fatal Five

1. *Reading the Slides.* This is the most common problem that respondents mentioned in the survey conducted by Goodman. Many respondents wondered why a presenter would read slides aloud when audience members were entirely capable of reading them for themselves.
2. *Too long, too much information.* If a presentation is boring, even 10 minutes can seem too long. Those surveyed said that far too often presentations feel like unedited downloads of information that they must sift through on their own to find relevance and practical application.
3. *Lack of interaction.* Many respondents complained about being “talked at.” A straight lecture format is boring, can put people to sleep, and participants miss opportunities to learn from their peers. Good presenters can mine the experiences that audience members possess based on their real life situations, and can facilitate the sharing of that information among the group.
4. *Lifeless presenters.* Speaking in a monotone voice or lacking interest in their own material was identified as a problem among presenters by many in the survey.
5. *Room/technical problems.* LCD projectors that don’t work, air conditioning that works too well, sound systems that are either too soft, too loud, or have too much hiss- just about every room or technical problem you can imagine showed up in the survey answers. It is the presenter’s responsibility to anticipate these types of problems and have a back-up plan.

The Three Most Wanted

1. *Interaction.* Nearly one out of every four respondents mentioned interaction- with the speaker, with other audience members, or both- as a hallmark of excellent presentations.
2. *Clarity.* Some use the words “well organized” and some wrote “concise”, but “clarity” is at the root of many responses. One respondent wrote “clarity of three to four well framed key points the speaker wanted the audience to take away, coupled with smart use of metaphors/anecdotes that helped speaker drive them home.”
3. *Enthusiasm.* Respondents used the words energy, passion, charisma, engaging, dynamic, or lively- implying that they want presenters who are enthusiastic about their topics and conveyed that interest to the audience.

Four other qualities that each received a high number of mentions were humor, use of stories, relevance, and well-produced visuals. This article was taken with adaptations from *Why Bad Presentations Happen to Good Causes*. This is a short excerpt from the book; please [click here](#) to download the entire book, at no charge.

Check out this resource for additional tips on using PowerPoint© effectively:

<http://michaelhyatt.com/slides/you-suck-at-powerpoint>

The Changing Roles program resources can be found on the InterfaceSouth website at:

www.interfacesouth.org/changingroles

Contact Us!

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