

A photograph of two men in a technical or industrial setting. The man on the left, wearing glasses and a plaid shirt, is gesturing with his right hand towards a complex system of pipes and machinery. The man on the right, with a beard and wearing a dark t-shirt, is also gesturing with his right hand towards the same system. The background features a wall with various pipes, a red fire extinguisher, and a white water tank. A desk lamp is visible on the right side of the frame. The overall scene suggests a collaborative discussion or training session in a technical environment.

Bringing people with us.
Empathy in Communication.

LCANZ Summit 2019

SUST



ZERO ENERGY HOUSE

NZ's first Zero Energy building.

Online + media campaign.
Introduced Zero Energy to NZ.
Audience of 100,000+

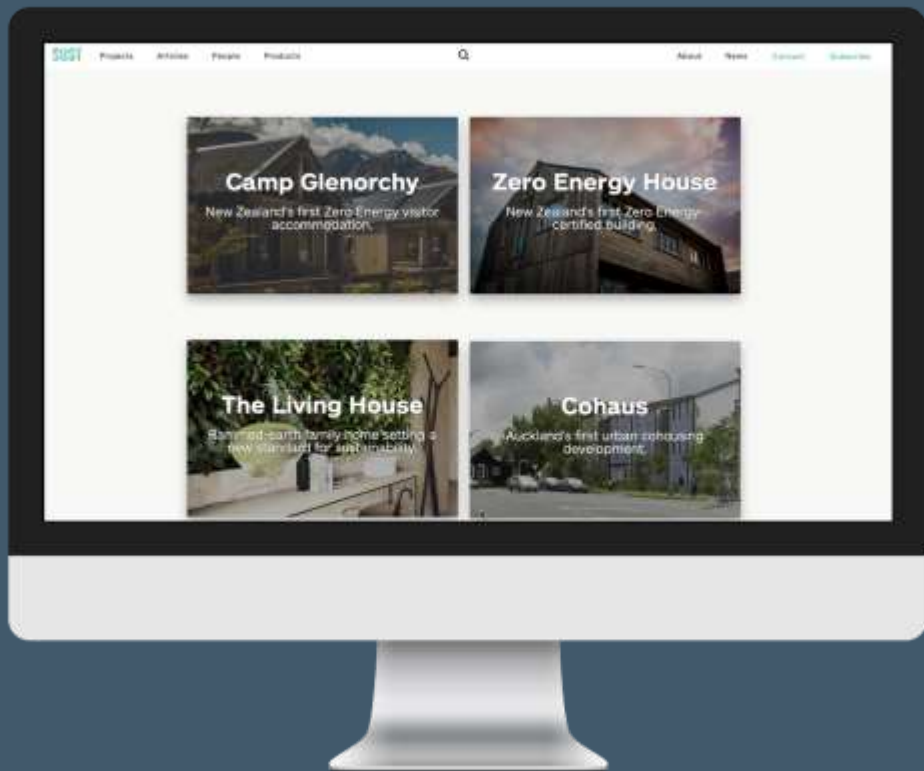


CAMP GLENORCHY

NZ's first Zero Energy guest accommodation.

Online + onsite campaign.

Annual audience of 10,000+



SUST.io

**Lessons learned,
people, products
behind leading
sustainable
buildings.**



Is this communication?

Or noise?



**Communication should
have a goal.**

A mental model in others
that matches yours.



Empathy.

Understanding and sharing
the feelings of others.



Why is empathy important?

Because we're at different stages in a journey.

How empathy informs communication.

Four places for empathy.

**Who are you
talking to?**

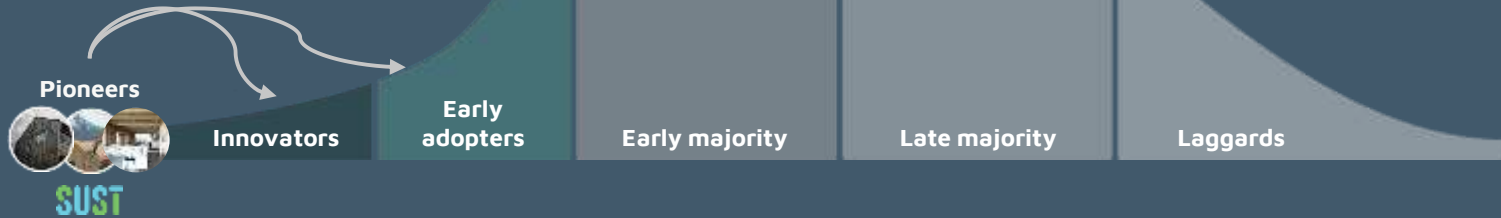
**What are
they
thinking?**

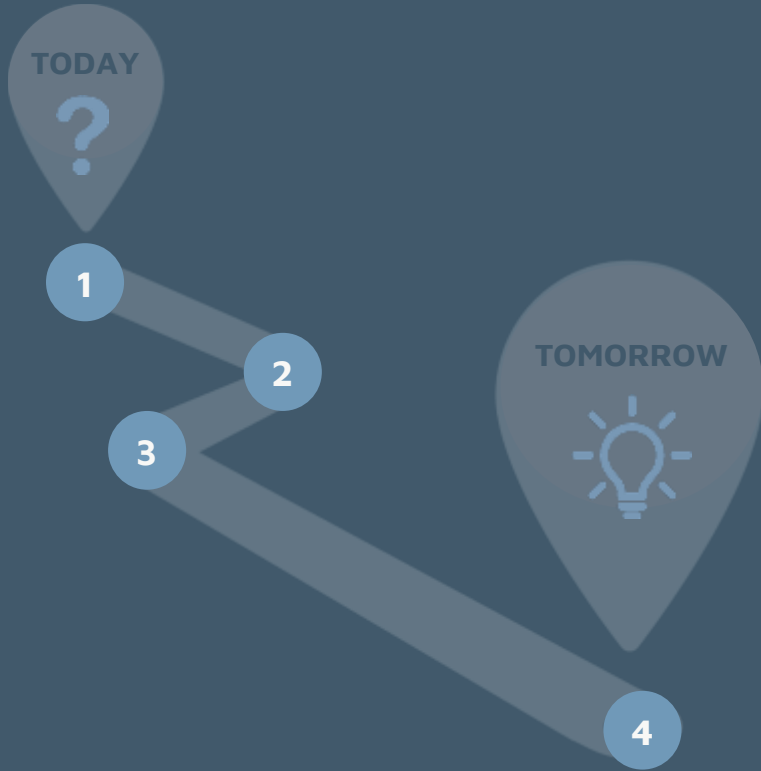
**When are
they
thinking?**

**What do
they care
about?**

1. WHO ARE YOU TALKING TO?

Which part of the market can you shape?





2. WHAT ARE THEY THINKING?

**What narrative
makes sense
for them?**



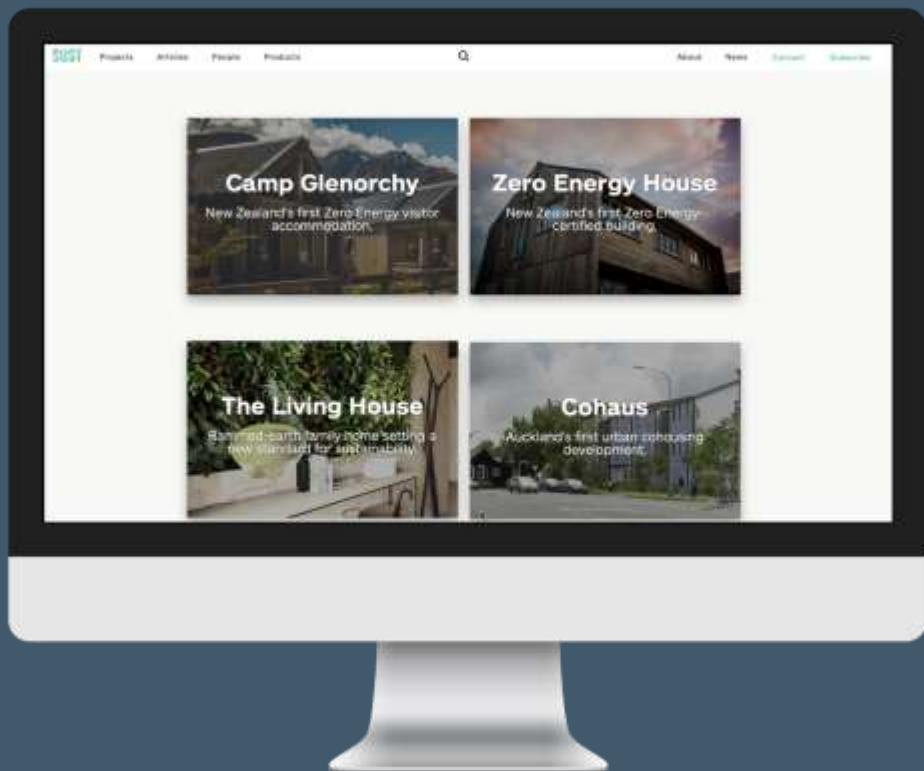
3. WHEN ARE THEY THINKING ABOUT IT?

When will they care?

4. WHAT DO THEY CARE ABOUT?

Few people
care about
everything.





SUST.io COMING SOON

NZ's first Zero Carbon housing development.

matt@sust.io