

Role of the National Gender and Climate Change Focal Points



unitar

United Nations Institute for Training and Research



Effective Communication e-Workshop

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Etiquette and interaction during our Webinar

Function buttons

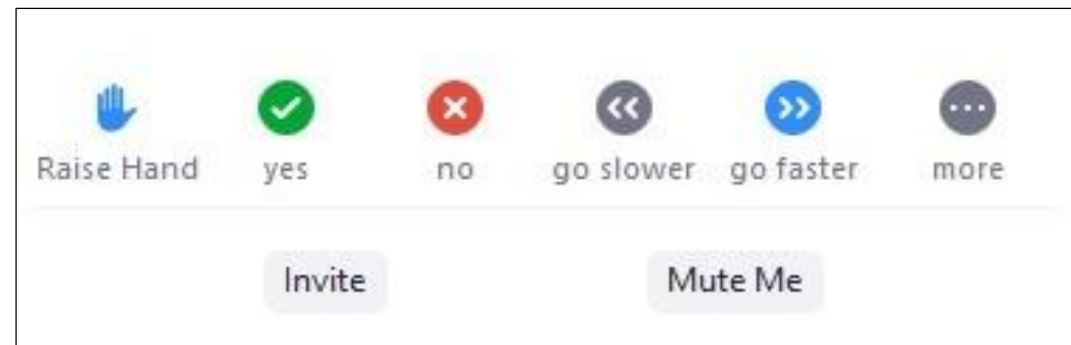
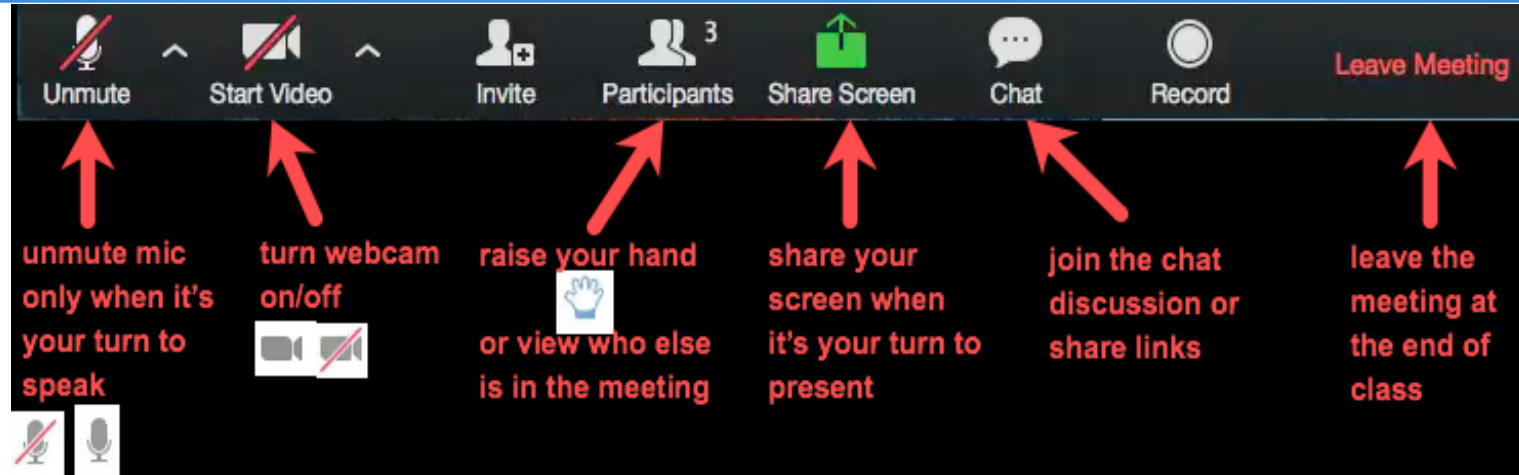
Modify name

Reactions : Applause / Thumbs up

Slower/faster/ thumbs up/ down...etc

Chat

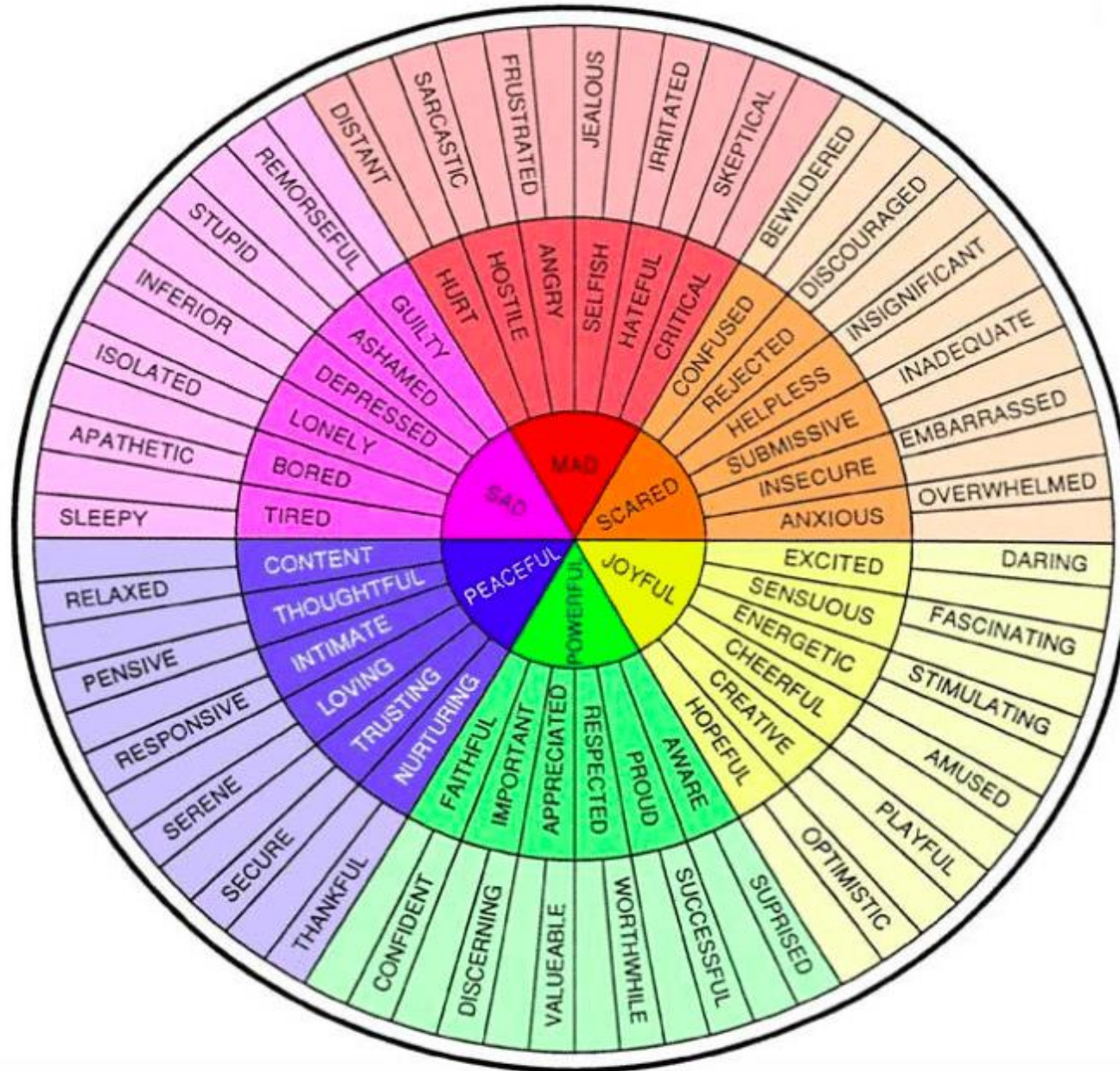
Breakout rooms



- 1. The Map & The Field**
- 2. Ask Questions**
- 3. Support each other during breakout room activities**
- 4. Participate & Enjoy**



Chat test: how do you feel right now?



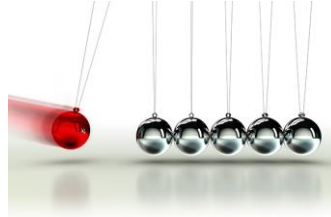


Effective Communication - Agenda

1. Preparation/Purpose



2. Structure IMPACT



3. Speak Up!



4. Ethos, Logos, Pathos



5. Minto Pyramid - SCQA





3 questions

Why?

What?

Who?

Proper
Preparation
Prevents
Poor
Performance

Speak with IMPACT

Structure

- **I**ntroduction - Get the attention with a bang
- **M**ain Message - Outline the main message
- **P**oints- concentrate on 3-5 key points
- **A**ssociate - with your participants' reality and give frequent examples to visualize points
- **C**onclude and recapitulate - Summarize and repeat
- **T**ake Away- Finish with a bang - a closing that underlines the message



VOICE

- **Projection**
- **Use a low pitch**
- **Falling intonation**
- **Avoid hesitations**
- **Use chunking**
- **Slow down (slow to medium speed on average)**
- **Predictable - Unpredictable - Vary tone, speed, volume and pitch**



Impact of Voice Pitch on Text Memory Article (PDF Available) in [Swiss Journal of Psychology](#)
June 2011 <https://www.researchgate.net/publication/232462975> Impact of Voice Pitch on Text Memory

<https://www.forbes.com/sites/nickmorgan/2014/12/11/which-makes-a-better-speaking-voice-high-or-low/#75b458e13905> – (Sociologist
Stanford Gregory of Kent State University: Who's in charge)

Research subjects, both male and female, preferred a lower-pitched voice, whether the candidate was female or male.

<https://www.americanscientist.org/article/how-voice-pitch-influences-our-choice-of-leaders>

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0179407>

Perceived differences in social status between speaker and listener affect the speaker's vocal characteristics

Juan David Leongómez ,Viktoria R. Mileva ,Anthony C. Little, S. Craig Roberts

PLOS

Published: June 14, 2017

<https://doi.org/10.1371/journal.pone.0179407>

<https://www.bbc.com/worklife/article/20180612-the-reasons-why-womens-voices-are-deeper-today>

<https://leader.pubs.asha.org/doi/10.1044/leader.FTR1.24022019.44> - Female voice

When you are discontent, you always want more, more, more.
But when you practice contentment, you can say to yourself,
'Oh yes - I already have everything that I really need.'

- Dalai Lama

When you are discontent, / you always want more,/ more,/ more.

But / when you practice contentment,

you can say to yourself, //

'Oh yes// - I already have everything that I really need.'

- Dalai Lama


When you/ are discontent,/ you always want more, more, more.

But when you/ practice contentment,

you can say to yourself,

'Oh/ yes - I already have everything // that I really need.'


- Dalai Lama



Women play a critical role in response to climate change due to their local knowledge and leadership.

Women's participation at the political level has resulted in greater responsiveness to citizen's needs, often increasing cooperation across party and ethnic lines and delivering more sustainable peace. At the local level, women's inclusion at the leadership level has led to improved outcomes of climate related projects and policies.

- Although women comprise 43% of the agriculture workforce, only 12.8% of the landholders are women ([UNEP](#), 2018). Which is reducing their chances to receive financing or extensions services.
- Gender gap also affects productivity, studies show that this gap across Sub-Saharan Africa ranges between 4% and 25%.



Me dirijo a ustedes, sobre todo a la modesta mujer de nuestra tierra, a la campesina que creyó en nosotros, a la madre que supo de nuestra preocupación por los niños. Me dirijo a los profesionales de la Patria, a los profesionales patriotas que siguieron trabajando contra la sedición auspiciada por los colegios profesionales, colegios clasistas que defendieron también las ventajas de una sociedad capitalista.

Me dirijo a la juventud, a aquellos que cantaron y entregaron su alegría y su espíritu de lucha. Me dirijo al hombre de Chile, al obrero, al campesino, al intelectual, a aquellos que serán perseguidos, porque en nuestro país el fascismo ya estuvo hace muchas horas presente; en los atentados terroristas, volando los puentes, cortando las vías férreas, destruyendo los oleoductos y los gaseoductos, frente al silencio de quienes tenían la obligación de proceder.

Estaban comprometidos. La historia los juzgará.

S. Allende

- Les femmes ne sont pas seulement des victimes mais aussi des agents du changement, et possèdent des connaissances et des compétences spécifiques leur permettant de contribuer efficacement à l'adaptation au changement climatique et à son atténuation – pourtant, elles sont largement sous-représentées dans les instances de prise de décisions à tous les niveaux ;
- L'une des clés permettant un développement inclusif et durable et, ainsi, d'atteindre les Objectifs de développement durable (ODD), est la compréhension et la prise en compte effective de la dimension de genre du changement climatique.

Voice exercise – Breakout rooms – 8 minutes

- You will automatically be placed in a breakout room, **in groups of five**
- Please switch on your camera if possible
- Practice with your breakout room partner, on one of the proposed text or any other text of your choice.
- Your room will automatically close when time is up
- Every group will receive a “2 Min Remaining” message
- Roles:
 - **Speaker**- Practice voice emphasis, chunking, projection...**Keep timing! – 2 minutes max with feedback**
 - **Observers** – Observe, listen, give constructive feedback: 2 positives, 2 improvements
 - Then rotate so each of you can practice



Voice practice – Do try this at home)))

1. Count and gradually increase the loudness

1 2 3 4 **5** 6 7 8 9 **10**

2. Count and gradually decrease the loudness

1 2 3 4 5 **6** 7 8 9 10

3. Count and increase the loudness on every 2nd number

1 **2** 3 **4** 5 **6** 7 **8** 9 **10**

4. ... on every 3rd number

1 2 **3** 4 5 **6** 7 8 **9**

5. ... on every 4th number

1 2 3 **4** 5 6 7 **8** 9 10 11 **12**

6. ... on every 5th number

1 2 3 4 **5** 6 7 8 9 **10**

Voice & Microphone

Use your full vocal projection, intonation

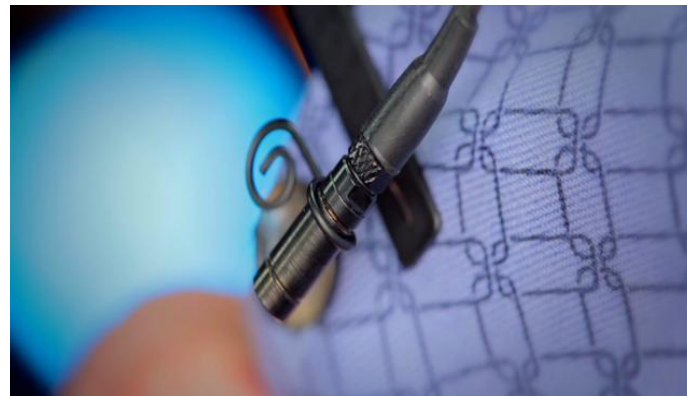
Good posture = good breathing = good voice

Do a sound-check (with your technician)


Remain aware of ON/OFF/STANDBY modes

Lavalierie mike (8-10 inches). Imagine a “V”.

Do not get too close!

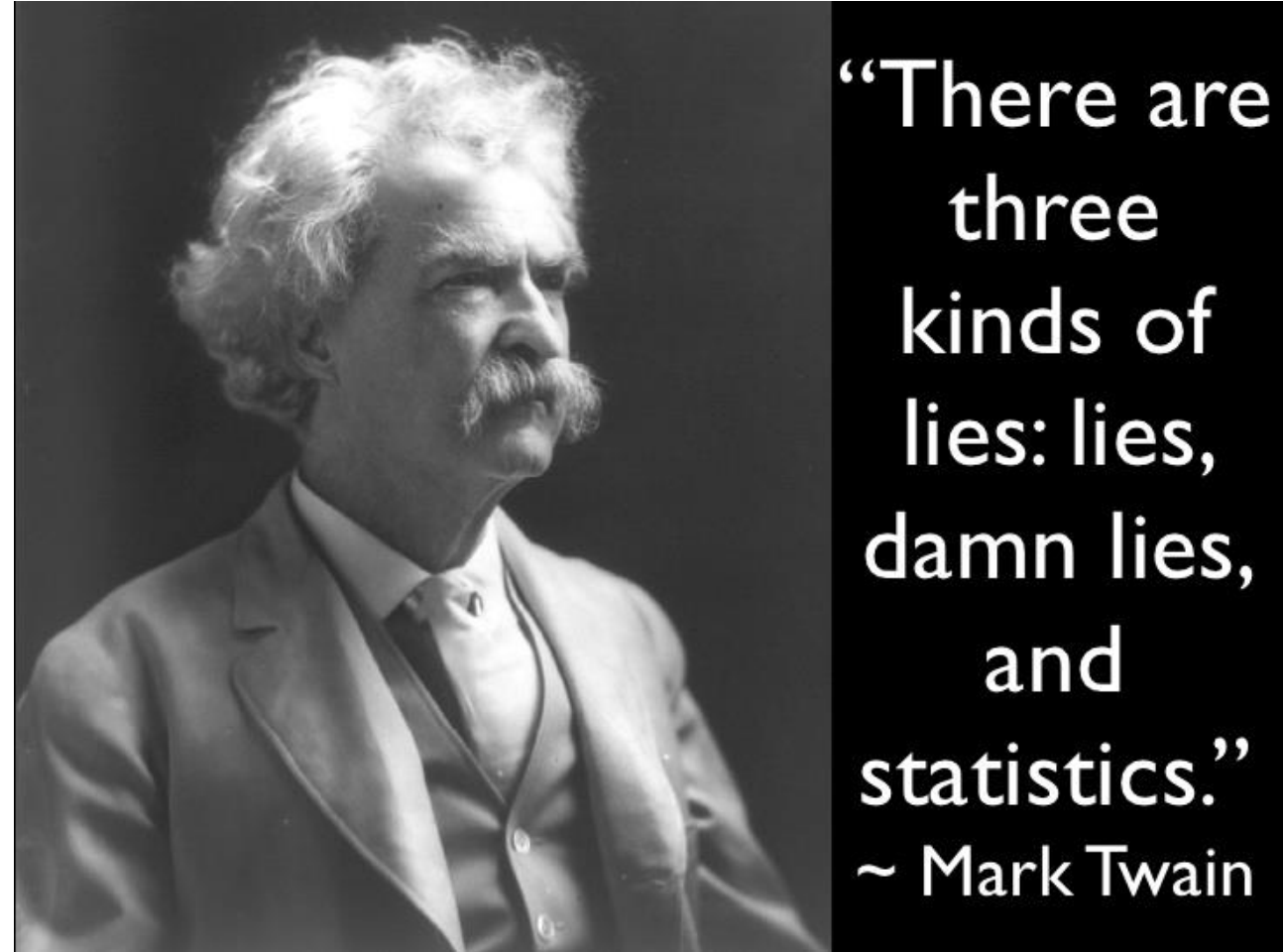
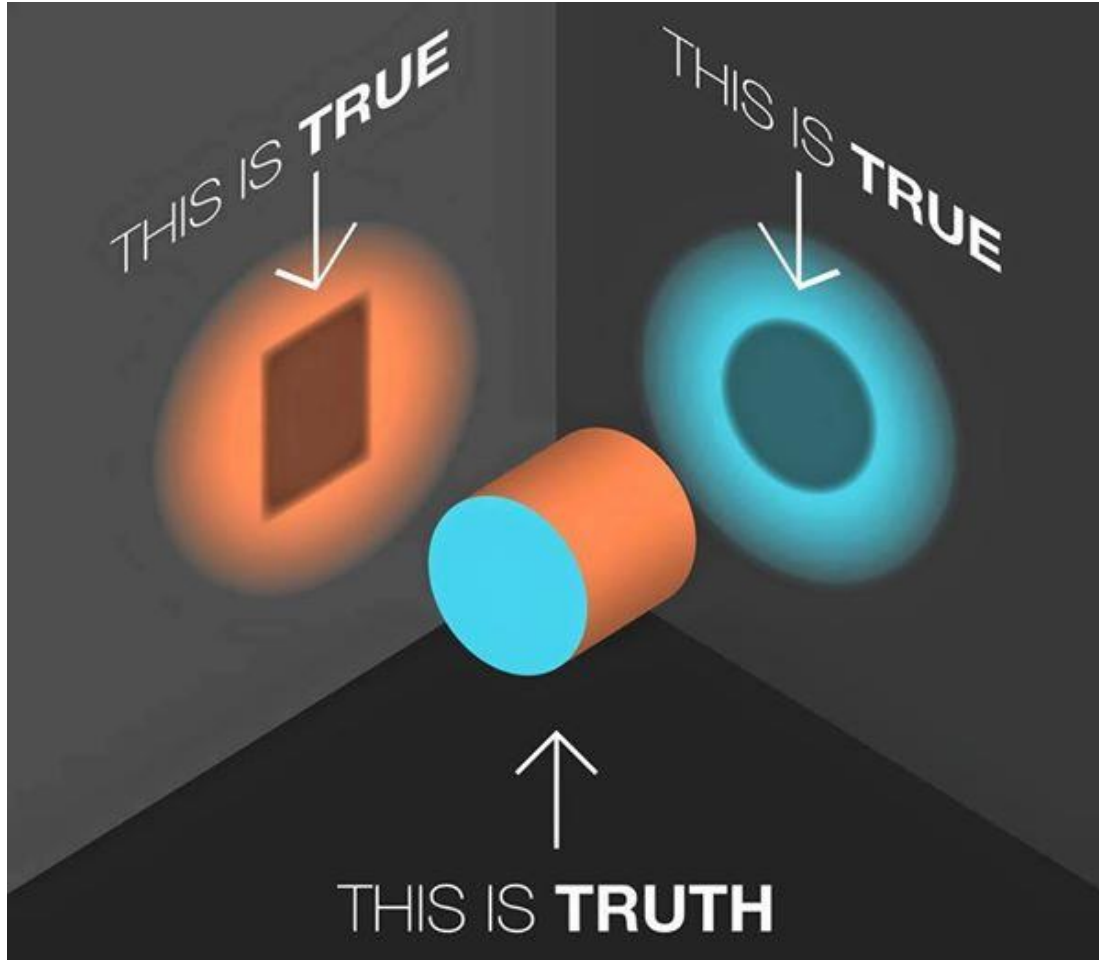


Strategies for emphasis



- ◆ **Inflect voice: emphasize key words**
- ◆ **Dramatic pause (before/after)**
“Think about that: [...]”
“I’ll tell you this:”
- ◆ **Prefatory marker**
“*This is the vital point:...*”
- ◆ **Repeat (Reformulate)**
 - (i) “*We must take action because...*”
 - (ii) “between success and failure, between winning and losing, between development and stagnation”

It's not enough to be right



Inspiring Speech

It's a charismatic presentation rooted in values and feelings.

It goes beyond **facts, data and evidence**.

The Greeks got it right 2500 years ago...

If you want to influence or persuade people you have to show:

- **logos** / the logic of the argument: powerful and reasoned rhetoric

- **ethos** /character: establish personal and moral credibility

- **pathos** / emotions of the audience: rouse followers' emotions and passions.



Examples of **Ethos** statements

Credibility, Trustworthiness, Authority, Reputation, Similarity



- "If my years as a Policy Specialist taught me anything, it's that gender integration is the most robust determinant in this sort of situation."
- "Our commitment to sustainable development is evidenced not only by our 25 years of experience, but in the decades of satisfied investors who have come to expect nothing but the best."
- "She is an experienced Risk Management expert– if anyone's qualified to determine the best strategy, it's her."
- "Based on the dozens of partnerships we've made all over the Region, I am confident that this type of mechanism is now tested and reliable."
- "Climate Experts all over the world recommend this measure."

Examples of **Pathos** statements

Connection with audience, emotions



- "I'm not just invested in this institution – I support every department, every project, every hard-working member of this organization."
- "You'll make the right decision because you have something that not many people have: you have heart."
- "Remember last time you felt really good about achieving something..."
- "Make Great Again!!."
- "There's no price that can be placed on peace of mind and prosperity. Our advanced gender policy will secure the well-being of your family and the sustainability of the economy"
- "Are you ready to commit? Let's do it together and write history!"

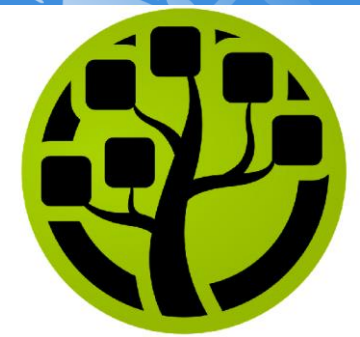


Psychologist **William James** wrote:

The emotions aren't always immediately subject to reason, but they are always immediately subject to action.

Examples of **Logos** statements

Logic, rationale, reason



- "The data is perfectly clear: this policy consistently served our good reputation year-over-year, even in spite of social turbulences in other areas." (show outcomes/results and comment)
- "More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective approach for economic sustainability."
- "The algorithms have been run in a thousand different ways, and the math continues to check out."
- "Research compiled by analysts from, as well as organizations from five other nations with gender programs, demonstrates that is viable with international support."

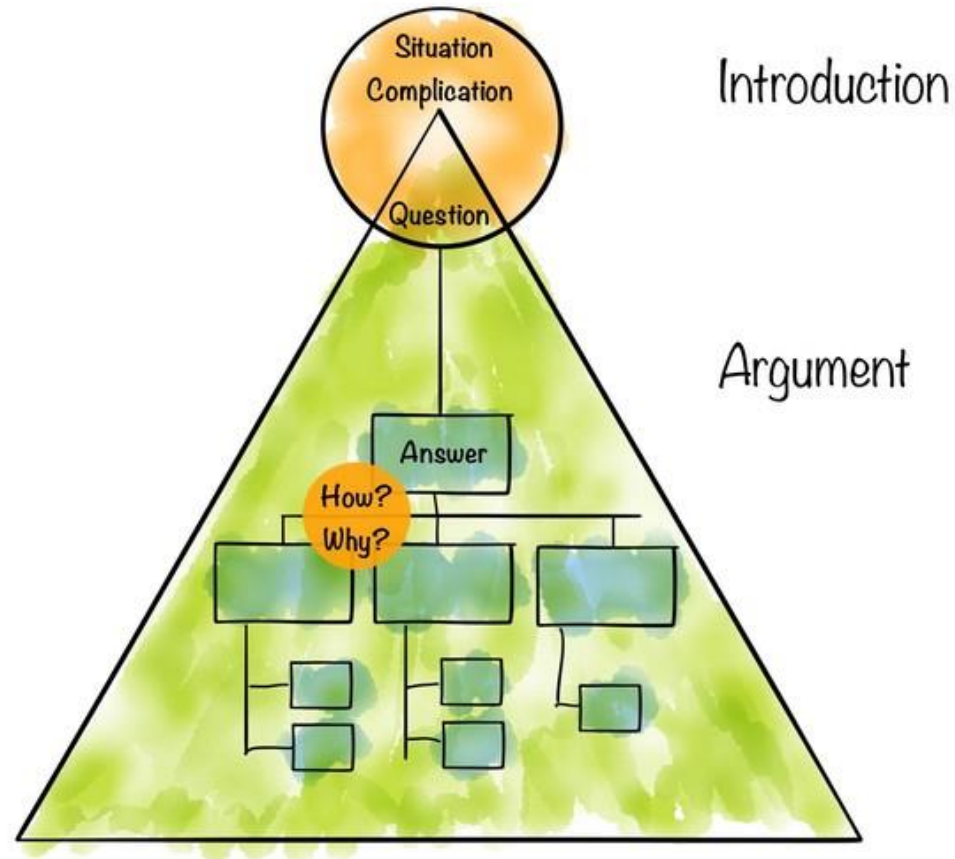


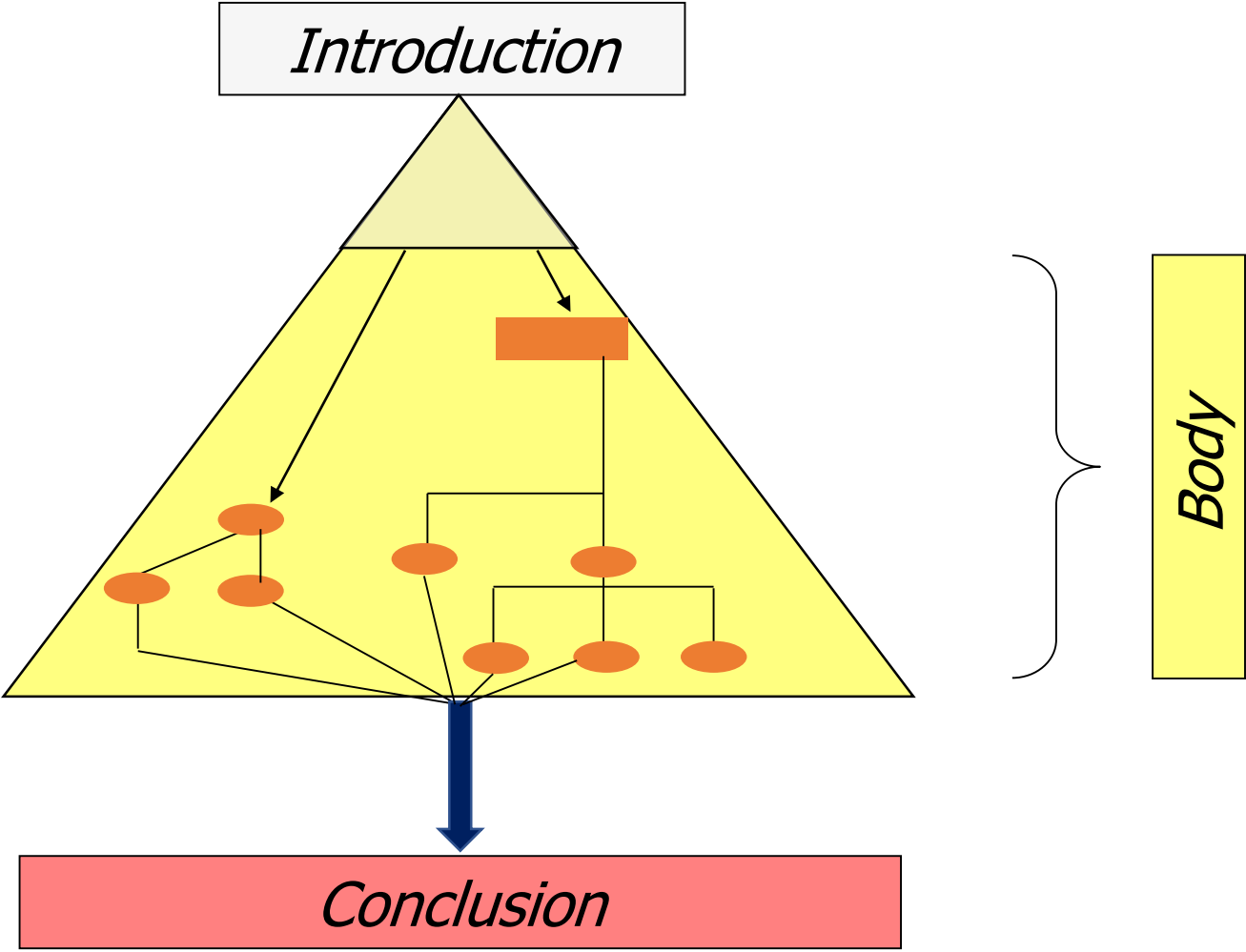
Group Work – Breakout rooms – 15 minutes

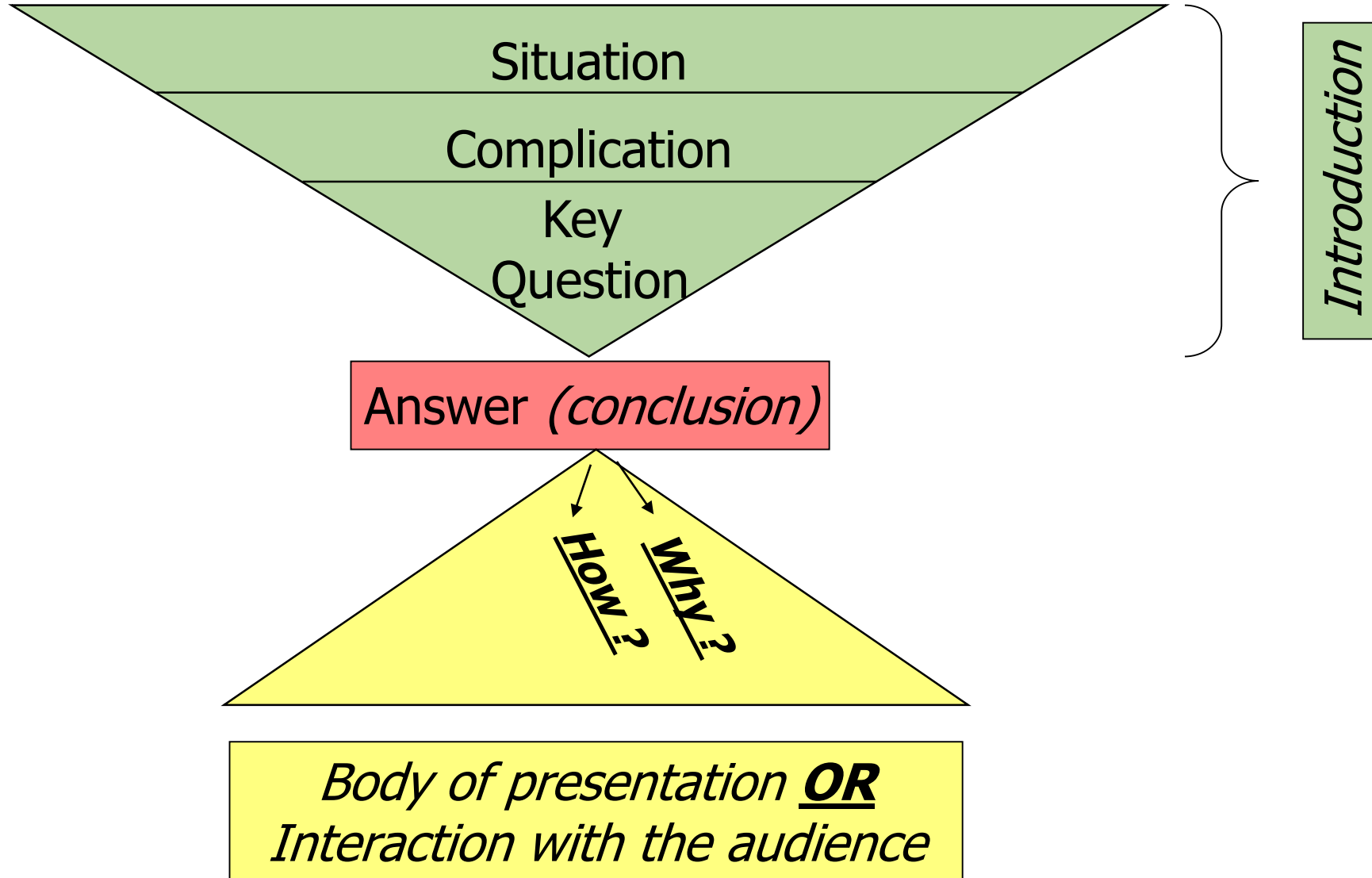
- You will automatically be placed in a breakout room, **subgroups of 5**
- Please switch on your camera if possible
- With your colleagues, prepare a common statement using:
 - **Logos/Ethos/Pathos**
 - **Rehearse together**
- Your room will automatically close when time is up
- Every group will receive a “2 Min Remaining” message
- Back in plenary, please post your statement in the chat



The Pyramid Principle







This is a simple framework to help you develop an argument.

Situation

First describe the basic situation in a way that is easy to understand.

Complication

Next layer on the complication that makes the situation problematic. There may be significant complication, but it is important to keep this clear and you may need to simplify the complication statement.

Question

Next ask the question that will lead to the answer you want to give. This should flow naturally from the situation and particularly the complication.

Answer

Finally give the answer, which is your key point. This should answer the question and resolve the complication you have identified.

Example 1

Currently only 5 of the 15 UNFCCC constituent bodies have female representation that exceeds 38% and overall, female representation averages at 33%.

This gender imbalance affects all aspects of negotiations and means that women's voices are not equally represented at the decision making table, thereby resulting in a lack of diversity in the decisions, policies and actions taken on climate change international and national levels.

How can we change this?

I think the solution is to strengthen capacity building initiatives for female negotiators.

Elements of the Introduction

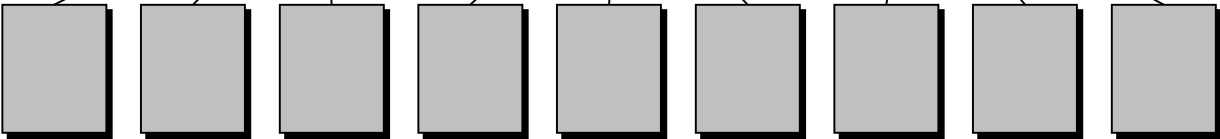
Governing Thought:

Answer

Key Line:



Support:



- **Situation:** A statement about the subject with which you know the audience will agree
- **Complication:** The complicating event that create the tension in the story
- **Question:** The implicit question that results from the complication



**Ultimately, we
create the future
we imagine.**