Living in interesting Times

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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)
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

“The medium is the message.”

“The medium is the massage.”

“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
Isolation & shared experience

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

Crisis management

- Not if = when
- Enron
- Arthur Anderson

Marshall McLuhan

{We are} an organism
that now wears its brain
outside its skull
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

They may forget what you said, but they will never forget how you made them feel.

 Carl W. Buchner

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