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**REFRAMING EXTERNAL**

**COMMUNICATIONS**

**A Step-By-Step Guide**

**By Alex Epstein**

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**Introduction: reframing the conversation**

Over the last 10 years I have developed an approach to persuasion on energy issues that has proven extremely effective at turning non-supporters of fossil fuels into supporters and supporters into champions.

To see some of the remarkable results, read [“The Persuasiveness of Alex Epstein’s Work”](https://www.dropbox.com/s/e7f1k993lnzj38z/The%20persuasiveness%20of%20Alex%20Epstein%27s%20work.docx?dl=0) and [“100 Hearts and Minds.”](https://www.dropbox.com/s/863lmhk8g1mh15j/100%20Hearts%20and%20Minds.pdf?dl=0)

The heart of my approach is *reframing every energy conversation in pro-human, whole-picture terms.* Instead of focusing primarily on the environmental impact of fossil fuels, I focus primarily on the human impact. And instead of discussing just the negative picture or positive picture of fossil fuels’ impact, I look at the whole picture.

My goal is to share the pro-human, whole-picture framework with as many companies as possible. Thus, for the first time I am making available, free of charge, the tools, systems, and resources that I use to make myself and my clients more persuasive. Here is a step-by-step guide to using them.

-Alex Epstein



**Step 1: Rethink your strategy**

Identifying an explicit, results-oriented communication strategy is essential to reaching your goals. Success in persuasion is the exception, not the rule. Here is a process that can save you millions of dollars and dramatically increase your chances of success.

1. Identify a top communications priority.
   1. Example: Win stakeholder approval for our new pipeline project.
   2. Example: Neutralize a movement to ban fracking.
2. Do a self-assessment on your current strategy for that priority using the [Stakeholder Strategy Scorecard](https://www.dropbox.com/s/da7yz16r38v65do/1%20Stakeholder%20Strategy%20Scorecard%20CIP.pdf?dl=0). This tool will allow you to identify where you are, where you want to be, and where you have the most room to grow.
3. Once you have your self-assessment, spend 30 minutes filling out the [Stakeholder Strategizer](https://www.dropbox.com/s/bqzhh4gs5afhgdu/2%20Stakeholder%20Strategizer%20CIP.pdf?dl=0) tool—then have three key team members do the same. This tool will prompt you to think about 10 crucial questions that any results-oriented strategy must answer.
4. Work with your team members to create a master [Stakeholder Strategy](https://www.dropbox.com/s/bqzhh4gs5afhgdu/2%20Stakeholder%20Strategizer%20CIP.pdf?dl=0) document. Keep reviewing and upgrading it over time.

*Custom help: if you would like my team's help in creating the best possible strategy,* [*click here*](mailto:support@industrialprogress.net?subject=Help%20with%20strategy)*.*

Once you have your polished stakeholder strategy you will be ready to focus on the core of every effective stakeholder strategy--the messaging.

**Step 2: Reframe your messaging**

The core of persuasion is getting the right message--the one that will truly win hearts and minds--for the right market.

Here is a process for creating truly persuasive messaging.

1. Learn the fundamentals of pro-human, whole-picture messaging in [this brief document](https://www.dropbox.com/s/ifyyu770djsnwnw/0%20Pro-Human%20Whole-Picture%20Messaing%2020170608.docx?dl=0).
2. Choose the first subject matter you want to create new messaging on.
   1. Example: Whether your pipeline should be approved.
   2. Example: Whether a local fracking ban should be passed.
3. Follow the steps of the [Message Creation System](https://www.dropbox.com/s/33koatvz5bhxs5o/9%20Message%20Creation%20System.pdf%3Fdl=0) to create a message that will turn non-supporters into supporters and turn supports into champions. Feel free to draw from the (growing) [Pro-Human Messaging Vault](https://www.dropbox.com/sh/8c1apif01wux6cl/AABJ8BkADIS4JhesL2pRZ2rNa?dl=0) (including talking points, one-liners, statistics and ultra-clear explanations) to use some of my favorite messaging.
4. Test the messaging and then repeat with every other subject you want messaging on.

*Custom help: If you would like my team's help in creating a custom "Master Messaging System"--an integrated set of messages that can effectively deal with at least 90% of challenges that come up—*[*click here*](mailto:support@industrialprogress.net?subject=Contact%20me%20about%20improving%20my%20messaging)*.*

Once you have upgraded your messaging you are ready to retrain your communicators in one-on-one persuasion.

**Step 3: Retrain your communicators**

One of the most vital skills for any communications professional today is to be skilled at one-on-one persuasion. In [Reframing Internal Communications](https://www.dropbox.com/s/zp2ts77lghga2yf/Reframing%20internal%20communications%20-%20a%20step-by-step%20guide.docx?dl=0) I advise giving every employee training in one-on-one persuasion but this is especially important for external communications. Here are the steps.

1. Have every member of your communications team do this [self-assessment](https://www.dropbox.com/s/9ytvshn3s9rqp7u/0%20Constructive%20Conversation%20Scorecard%20-%20CIP.pdf%3Fdl=0) on their one-on-one persuasion skills.
2. Take my online course "[How to Talk to Anyone About Energy](https://www.dropbox.com/sh/olphfqopdo9sa9g/AAC7RAcq4LUb0czxjMwtmrmDa?dl=0)." This online course in two hours can make anyone twice as persuasive by teaching them how to *reframe* a conversation, not react to it.
3. Use my guide "[The Constructive Conversation Formula](https://www.dropbox.com/s/uq8hhcbjwmvktl8/1%20Constructive%20Conversation%20System%20-%20CIP.pdf%3Fdl=0)." Building on "How to Talk to Anyone About Energy, this guide teaches an 8-step formula that anyone can follow and gives you practice exercises.

*Custom help: To get custom guidance and feedback on your team's constructive conversation abilities with a Constructive Conversation Workshop,* [*click here*](mailto:support@industrialprogress.net?subject=Contact%20me%20about%20a%20Constructive%20Conversation%20Workshop)*.*

If you follow the steps in this guide I guarantee you will get amazing results in employee motivation and ambassadorship. Email me at alex@industrialprogress.net to let me know how it goes.