

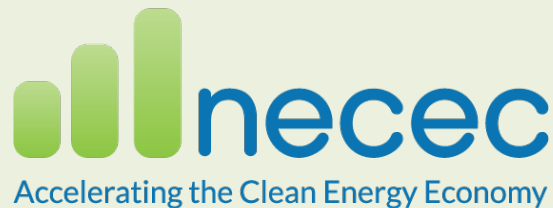
Island Communities and Customer Discovery



ArtScience Group

www.artsciencegroup.com

Presented by Allexe Law



ISLAND INSTITUTE

Island Communities and Customer Discovery

OVERVIEW

- The Northeast Island Energy Market
- What to Know About Working with Island Communities
- Understanding the Role of Culture
- Engaging Island Communities



The Northeast Island Energy Market

The Northeast Island Energy Market.

- A small but potentially compelling market, where there's an opportunity to leverage regional innovation to help find solutions.
- While moving towards the generation of energy from renewable resources, a large percentage of all energy consumed may be from imported fuels
- How to support infrastructure and resource needs for energy related projects with little or no funding is a challenge



The Northeast Island Market

Energy/Environmental Challenges for Islands

- Thermal efficiency/heating needs
- Electric generation
- Energy Storage
- Water
- Remote monitoring
- Reliability and Servicing – Needs are different and more acute for Islands



What You Need to Know about Working with Island Communities

- Don't Ass-u-me
- Uniqueness
- Think Broadly
- It is not Speed Dating – Take Your Time



What You Need to Know about Working with Island Communities

Customer Discovery

Identify:

- Personas- behavior, motivations and goals
- Pains –understanding problems, needs or wants of the community
- Gains –identifying the value, the benefit to the customers as it relates to broader goals (e.g. sustainability, jobs)
- Customer Acquisition should include Customer Engagement



Understanding the Role of Culture

Culture is a way of life – a system of ideas, values, beliefs and customs. It includes understandings, practices and ways of interpreting experiences that people share.

- Natural resources and land conditions influences cultural life and even climate which influences pace of life and activity

Island Culture – Island People See things Differently



Role of Culture

Island people

- Understand limits
- Understand the need for tolerance and civility
- Understand the need to preserve resources
- Understand the value of collective action
- Understand the value of spending time with others
- Understand that culture matters
- Place a high value on humility, especially in our leaders
- Understand the value of sharing

---Collaborative Leaders Network



Understanding the Role of Culture

Perceptions and culture are interrelated and affect how we interact with others.

“From Away”

“Locals”

Perceptions are influenced by Expectations, Social Roles

Keep Perceptions Real

- Ask Clarify Questions to Avoid Projecting
- Check Perceptions w/Others
- Distinguish Facts from Inferences



ENGAGING ISLAND COMMUNITIES

Responding to Diversity is a Process

- Resistance
- Tolerance
- Understanding
- Curiosity
- Respect
- Participation



ENGAGING ISLAND COMMUNITIES

Ancient Chinese Proverb:

Tell me and I will hear;
Show me and I will see;
Involve me and I will understand.



ENGAGING ISLAND COMMUNITIES

Create Supportive Environments

Through Recognition, Acknowledgement and Acceptance

Be Careful of your Words and Statements, to ensure you are:

- Describing w/out Judging
- Problem solving vs controlling
- Embracing that there may be more than one way
- Acknowledging Emotion - Empathy vs. Neutrality
- Treating People as Equals - Equality vs Superiority



Steps To Constructively Engage Communities

- Build off Local – Expertise, Knowledge...
- Early Community Engagement
- Encourage Community Choices
- Do some Background Research
- Leave Options Open
- Be Ready with Information
- Approach Meetings as Public Consultations



ENGAGING ISLAND COMMUNITIES

Leverage the Power of Listening by Understanding...

- Complexity of Listening
- Barriers to Listening
 - Awareness is half the battle to becoming a great listener
- Steps to Improve your Listening



ENGAGING ISLAND COMMUNITIES

Steps to Improve Listening

- Be aware of filters
- Ask clarifying questions
- Paraphrase to increase understanding
- Briefly summarize
- Take notes to ensure retention



THANK YOU



ArtScience Group
www.artsciencegroup.com
allexelaw@artsciencegroup.com

