

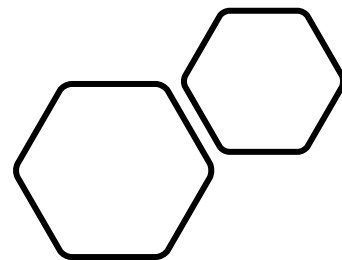
NATIONAL

Speak your best
strata language



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BREACH

~~BREACH~~

CONTRAVENTION

WHY WORDS MATTER IN STRATA





Why words matter in strata

- Clarity
- Strata is its own language
- Right words = right outcomes...
- ...and the opposite
- Words empower



GOOD STRATA LANGUAGE



Good strata language

- Accurate
- Meaningful
- Used in right way, place and time – not overused
- Suits the audience
- Properly acknowledged

Bad Strata



LANGUAGE



Bad strata language

- Inaccurate
- Lacks context
- Pejorative, negative, provocative
- Delivered without proper authority
- Too many words!

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Bad strata language

But

Etc.

Basically

Essentially

***Strata
lobbying
language.***



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Strata lobbying language

- Strata is politics and vice versa
- Messages and narratives
- More flies with honey
- The dangers of rebuttal and attack



HOW TO DELIVER

BAD NEWS

IN STRATA

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How to deliver bad news in strata

- Transparency
- Timeliness
- Reasons
- Put yourself in their shoes



How to deliver bad news in strata

NO: 'The committee declines your request'

YES: 'The committee has decided to not approve your request to keep 'Fido' in your lot. The committee has considered its by-laws and the overall impact on the scheme in deciding this and notes you have not provided details including vaccination and desexing certification'

A close-up photograph of a blue joystick, likely from a vintage arcade game. The joystick is positioned in the upper center of the frame. The background is a vibrant, abstract composition of colors including teal, orange, and red, with some geometric shapes like triangles and circles visible. The lighting is bright, creating a high-contrast, slightly blurred effect in the background.

YOUR BEST STRATA LANGUAGE TECHNIQUES



Your best strata language techniques

1. Deliver in person
2. Less is More
3. Let it sit for a bit
4. Get quality control checking
5. If in doubt – don't say it!

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QUESTIONS?

COMMENTS?

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