

URL: <https://stvp.stanford.edu/clips/make-your-message-relevant>

Conservation International CEO M. Sanjayan explains why environmentalists haven't historically been effective at communicating the importance of the problems facing our planet. Engage people by making your call to action reasonable, and speak to their interests, not yours, says Sanjayan, in conversation with Stanford Professor of the Practice Tina Seelig, who teaches in the university's Department of Management Science & Engineering.



Transcript

- I, I protect nature because I just love it.. You know I still hang on to a little place in Montana because I like going for a walk in the woods knowing there's something bigger than me that could jump out of the forest and bite my head off.. (laughter) And it kind of works for me, it just puts a little you know interest in all our lives.. But that proposition, save the forest because it might kill you it's just clearly not gonna work for the majority of the planet.. So you know I think you need to meet folks where they are.. And you have to make whatever the cause that you think is so important.. You know how is it that Harrison and myself and our board and some of my friends who are in this audience are dedicating in my case, and in many of our cases a huge part of our lives to this because we think it's so important? And yet so many people we see feel like or seem like they're walking around the world with blinders on.. Right? And that strikes me.. It, it scares me.. And I think it's part of it, is has to do with making it reasonable and interesting and important to their life and something that matters to them..

Not in terms of what math is to me.. I think the big challenge within environment to be honest is we've always been screaming the message about why it's important to whoever's screaming that message.. As opposed to meeting folks where they're at...