

OUTRAGE

The Hidden Project Risk

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General Manager Human Resources

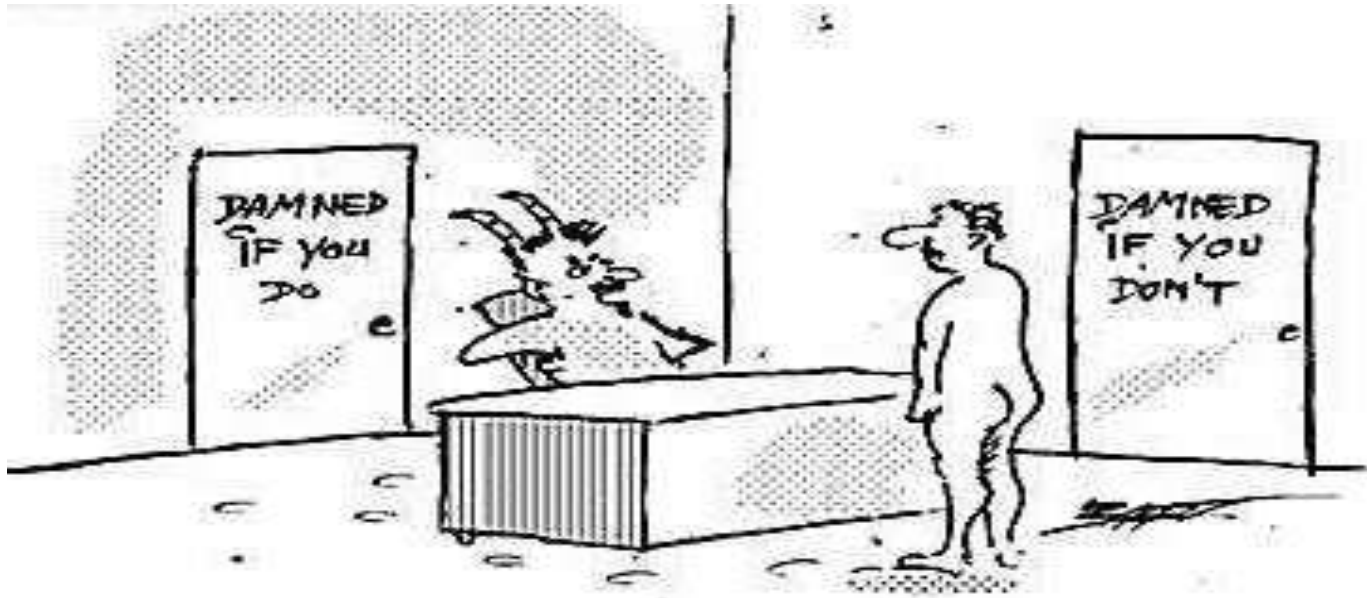
Aha! Consulting

OUTRAGE

The hidden
project risk

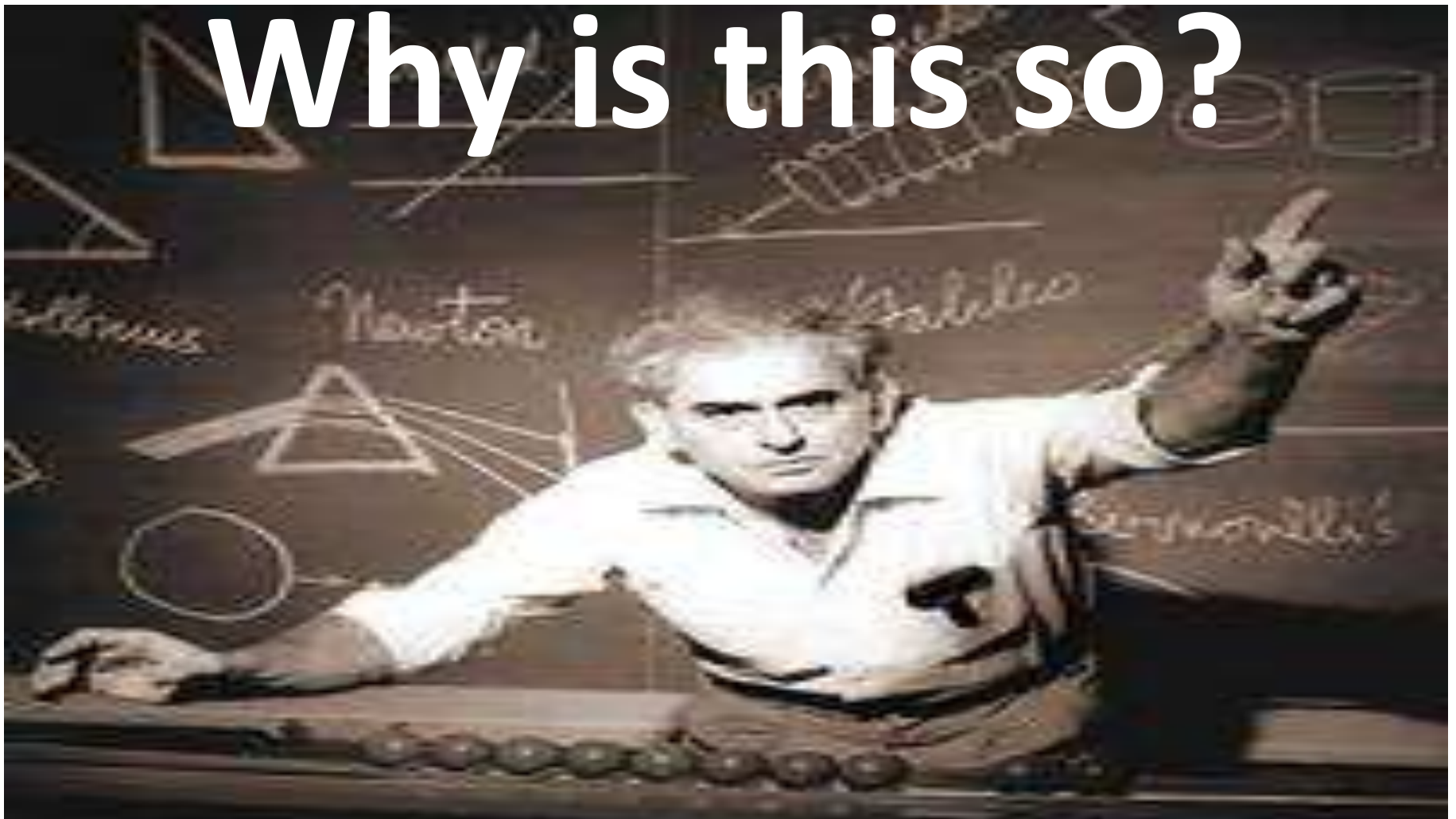


The engagement dilemma



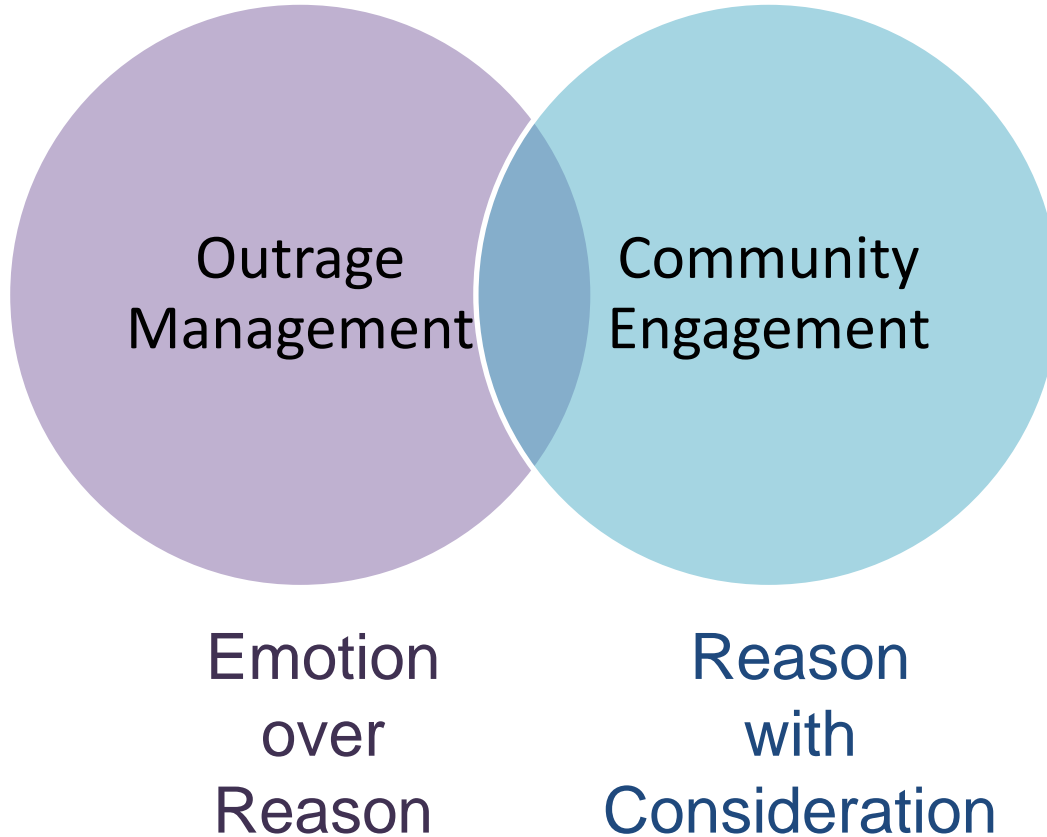
" We never forget you have a choice. "

Why is this so?





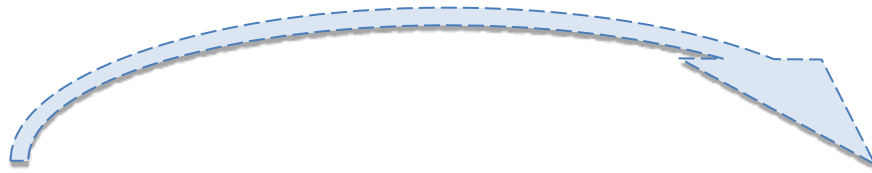
Are we going out with the right strategy.....



If you know a risk is dangerous it tells you almost nothing about whether it is upsetting

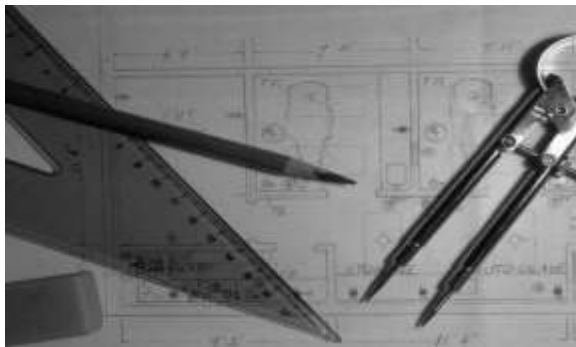
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– Peter Sandman



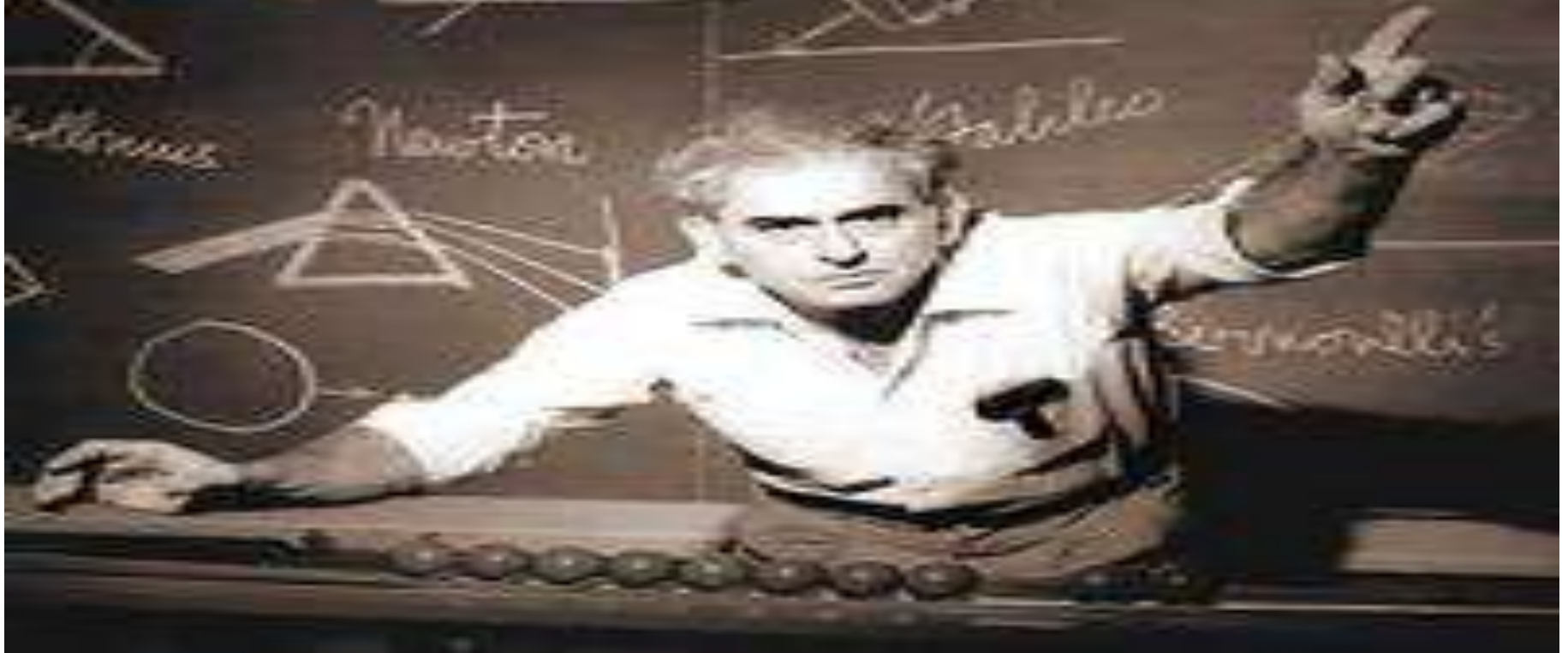
Hazard

Outrage



Risk = Hazard x Outrage

Why is this so?



THE ROANOKE TIMES
Monday, September 20, 2004



STEPHANIE KLEIN-DAVIS | The Roanoke Times

Mellisa Williamson, 35, a Bullitt Avenue resident, worries about the effect on her unborn child from the sound of jackhammers.

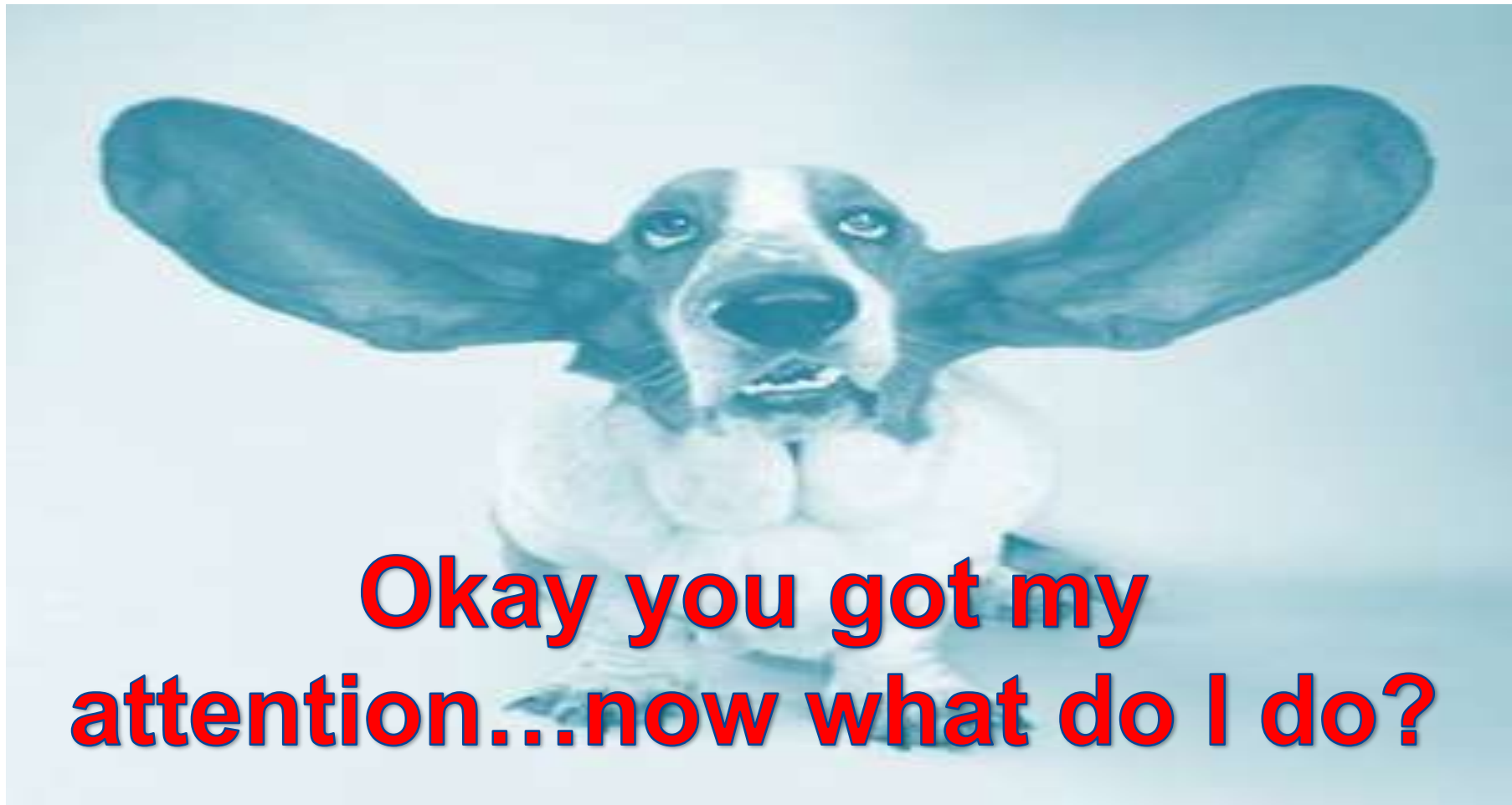
The risks that harm people and the risks that upset people are different

– Peter Sandman



Factors that trigger or reduce outrage

Reduced Outrage “Safe”	Increased Outrage “Risky”
Voluntary	Coerced
Natural	Industrial
Familiar	Exotic
Not Memorable	Memorable
Not Dreaded	Dreaded
Chronic	Catastrophic
Knowable	Unknowable
Individually Controlled	Controlled by Others
Fair	Unfair
Morally Irrelevant	Morally relevant
Trustworthy Sources	Untrustworthy Sources
Responsive Process	Unresponsive Process



**Okay you got my
attention...now what do I do?**



Outrage Reducers

COMPUTER SAYS NO.

**(1) Think like a human not
like an organisation**



**2) Share the
knife or let them
tell you where to
cut**





(3)
**Be willing to not
know in front of
people**

I'm sorry that you're
so stupid.



(4) Be willing say sorry



(5) Give room for venting

(6) Be clear on peoples motives



OUTRAGE

or



GREEDY

Are you in a battle between two outraged groups each thinking the other is greedy?





I still feel outraged at their responses

**RESERVED
FOR
EMPLOYEE
OF THE
YEAR**

**EGO
is the first
casualty of
Outrage
Management**

Final



Tip



Ask the cat.....

A black and white photograph of a hand-drawn 'Thank you' message. A grey marker is shown in the upper right corner, having just finished writing the words 'Thank you' in a cursive, handwritten style on a white surface. The text is slanted downwards from left to right.

Aha! Consulting

When will you have your next Aha! moment?

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