Talking to Military Leadership About SAPR

Dr. Nate Galbreath, Deputy Director
Learning Objectives

• Understand leadership’s SAPR Program needs

• Identify information resources to help you respond to leadership

• Recognize ways to persuade and effectively communicate to command
Overview

- Assess Needs of Leadership
- Tools to Meet Leadership Needs
- Working and Communicating Persuasively
Assessing Needs
What are the most common questions leaders ask you about the SAPR program?
Assessing Leadership’s Needs

What are the most common comments you hear about the SAPR program from leaders?
Assessing Leadership’s Needs

What do you wish your leaders knew about the SAPR program?
Assessing Leadership’s Needs

What do you wish your leaders would do to support you?
Is There a Gap?

What Your Leaders Know

What You Want Your Leaders to Know and Do
Is There a Gap?

WHY?
Perspective Taking

- Learn what information is available to someone
- Use that information to explain your viewpoint
Perspective Taking

- What is your leader’s prior experience with the SAPR program?
- How receptive is your leader to new ideas, approaches, and information?
- How does your leader consume information?
Perspective Taking

Scenario
Major Payne is new to command. He comes from a unit where he was the “expert” and must now change roles substantially to successfully lead the unit. The day has come for your in-brief to him on the SAPR program.

- What sources are available for you to learn his perspective on things?

- How might you tailor your approach to explaining the SAPR program?
## What Most Leaders Want

### Leaders Want to Know:

- Why addressing sexual assault is important ✓
- How sexual assault connects to mission readiness ✓
- What you can do to help them ✓

### Leaders Want to Believe:

- You are competent and committed to your mission ✓
- You are an active part of his or her team ✓
- You bring value to leadership’s SAPR program ✓
Identifying Resources
Information Resources

Where do you get your information about the SAPR program?
# DoD SAPR Information Resources

<table>
<thead>
<tr>
<th>Source</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.SAPR.mil">www.SAPR.mil</a></td>
<td>+++</td>
</tr>
<tr>
<td><a href="http://www.SafeHelpline.mil">www.SafeHelpline.mil</a></td>
<td>+++</td>
</tr>
<tr>
<td>CDC Division of Violence Prevention</td>
<td>+++</td>
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<tr>
<td>Prevent Connect</td>
<td>+++</td>
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<tr>
<td>Research Journals</td>
<td>+++</td>
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<tr>
<td>Public Hearing Testimony</td>
<td>++</td>
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<tr>
<td>Nat’l Sexual Violence Resource Center</td>
<td>++</td>
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<tr>
<td>Private Groups</td>
<td>+</td>
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</table>

**Benefit:**

+++ = Best  
++  = Better  
+   = Good
If in Doubt – Stick to DoD Sources

Safe Helpline

SEXUAL ASSAULT SUPPORT FOR THE DoD COMMUNITY.
TALK TO SOMEONE NOW.
ANONYMOUS, CONFIDENTIAL, 24/7.

LIVE CHAT

Thanks for believing in me.

I'm so glad this text is anonymous.

You made me feel human again.

Especially during my deployment.

Get Help

Understanding Sexual Assault
Transferring Service Member
About
Contact

I'm 30 years old.

Call 1-877-999-5117

You are here: Safe Helpline

I can't get through this.

I'm sorry.

This is my 30th birthday.

DoD Sexual Assault Prevention and Response Office
Six Tips About Using SAPR Data

• Use data to help tell a story – *it is never “the” story*

• Ensure you understand the 5w’s about your data

• Show your data as simply as possible

• Label everything

• Provide context – *more isn’t always better*

• Avoid using civilian data to tell a military story
Conclusions

- Wide variation in the quality of U.S. genetics standards
- U.S. genetics standards are insufficient for preparing the next generation of genetic scientists

Source: www.ASHG.org
Fiscal Year 2016

Estimated Military Victims (14,900*)

Military Victim Reports (4,794**)

*Estimated Service member prevalence statistics for 2016 – 2016 Workplace and Gender Relations Survey of Active Duty
**Service member victims reporting sexual assault in 2016 – 2016 Annual Report on Sexual Assault in the Military
# Picking the Right Info Source

<table>
<thead>
<tr>
<th>Question</th>
<th>Recommended Resource</th>
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<tbody>
<tr>
<td>How big is the military sexual assault problem?</td>
<td>- Survey Data:</td>
</tr>
<tr>
<td></td>
<td>- “Prevalence” – Number of people impacted yearly</td>
</tr>
<tr>
<td>How often is sexual assault reported?</td>
<td>- Reporting Data:</td>
</tr>
<tr>
<td></td>
<td>- DSAID</td>
</tr>
<tr>
<td></td>
<td>- DoD Annual Report</td>
</tr>
<tr>
<td>What do most victims experience?</td>
<td>- Survey Data</td>
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<tr>
<td>What gets reported at my installation?</td>
<td>- Reporting Data</td>
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# Picking the Right Info Source

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<td>What are our local sexual assault trends?</td>
<td>• Reporting Data</td>
</tr>
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<td></td>
<td>• Investigative Data</td>
</tr>
<tr>
<td>Who do we help at this installation?</td>
<td>• Reporting Data</td>
</tr>
<tr>
<td>How do our reports compare to other installations?</td>
<td>• Reporting Data by Installation</td>
</tr>
<tr>
<td>How often does sexual assault occur at this installation?</td>
<td>• Survey Data</td>
</tr>
<tr>
<td></td>
<td>- <em>Coming soon…</em></td>
</tr>
<tr>
<td>How do military offenders behave?</td>
<td>• Survey Data</td>
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Scenario
CPO Sharkey is convinced that sexual assault is largely a woman’s problem in the DoD. He points to your local reporting numbers showing that women tend to report sexual assault at three times the rate of men. He does not see much value in addressing male sexual assault because it occurs so infrequently.

• How would you respond to CPO Sharkey?

• How might you illustrate your point with data?
Estimated Military Sexual Assault Victims in 2016: 14,900

Estimated Number of Male Victims: 6,300
Estimated Number of Female Victims: 8,600

Note:
Corresponding rates of sexual assault in the past year:
• 0.6% of Active Duty Men (N=6,300)
• 4.3% of Active Duty Women (N=8,600)

Source:
2016 Workplace and Gender Relations Survey of the Active Duty
Working Persuasively
Universal Persuasion Concepts

1. Reciprocity
2. Scarcity
3. Authority
4. Consistency
5. Liking
6. Consensus

Source: Dr. Robert Cialdini
Science of Persuasion

https://www.youtube.com/watch?v=cFdCzN7RYbw&list=UU8IMseLCZx2BZe3thxHXnog&index=1&feature=plcp
Universal Persuasion Concepts

1. **Reciprocity** – *be the first to give something, make it personalized, and make it unexpected.*

2. **Scarcity** – *share the benefits of your service, how it is unique, and what might be lost if it’s not used.*

3. **Authority** – *demonstrate that you are your command’s credible, knowledgeable SAPR expert.*

*Source: Dr. Robert Cialdini*
4. **Consistency** – ask for small voluntary, active, and public commitments first (in writing if possible), saving “big” asks for later.

5. **Liking** – seek similarities with others, genuinely compliment them, and then find ways to cooperate toward mutual goals.

6. **Consensus** – show how similar people in similar situations have behaved in the desired way.

*Source: Dr. Robert Cialdini*
What Persuasion Concept Could Help?

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**Persuasion Concepts:**

- Reciprocity
- Scarcity
- Authority
- Consistency
- Liking
- Consensus
You add "Credentialed Advocate" to your email signature block. Which persuasion concept are you using?

<table>
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You send a handwritten note to a new unit commander, enclosing a copy of the Commander's Checklist, some information about the unit he/she is leading, and a quick description of how you'd like to tailor your support to his/her needs. Which persuasion concept are you using?

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Prior to seeking support from a senior enlisted leader, you talk a bit about how you have both completed jump school – and thank her for the ways she's supported the SAPR program in the past. Which persuasion concept are you using?

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Communicating Persuasively

1. **Know your audience** – research who are they and their likely perspectives

2. **Target your message** – clearly focus your communication on what do you want them to do

3. **Support your position with data** – use information to help illustrate your message

4. **Acknowledge alternative viewpoints** – briefly note others’ views, but demonstrate why your approach is best

5. **Keep it simple** – limit your communication to a few main points
Communicating Persuasively

Scenario

Opportunities to speak to leaders often arise at unexpected times. To benefit from these opportunities, you need an “elevator pitch,” a 60 second well-crafted pitch about you and your mission. Sometimes these “pitches” to leaders may yield an “ask” opportunity.

• How would you apply persuasive communication concepts to create this pitch?

• How would you respond if asked:
  – What do you need?
  – How can I support you?
Overview of Concepts Learned

• Assess Needs of Leadership

• Tools to Meet Leadership Needs

• Working and Communicating Persuasively
Questions and Discussion
Contact Information

Contact Dr. Galbreath: Nathan.W.Galbreath.civ@mail.mil

Learn More: www.sapr.mil

Get Help: 877-995-5247 www.safehelpline.org