

NATIONAL COUNTERTERRORISM CENTER



# Community Awareness Briefing

## Inspiring Action

~~Not for Public Release~~

January 2016



- For a successful CAB delivery, the presenter must get the audience to:
  - Pay attention and engage
  - Understand
  - Remember
  - Care
  - Act



## Six Principles

- Simplicity
- Alter Expectations
- Tangible
- Credibility
- Appeal to Emotions
- Story Telling



# Simplicity

- Simplicity is stripping a concept down to its core
- This is done through prioritization of information
- Need to be a master of exclusion
- Not the same as 'dumbing down'

Young kids in the US are victimized and tricked into joining ISIS



## Alter Expectations

- Gets the audience to engage
- Helps to retain attention and remember long-term

Kids who join ISIL can come from good families with promising futures. ISIL's recruiting narratives are appealing to children.



# Tangible

- Tangible ideas are easier to remember
- Abstract concepts are more difficult to visualize and remember
- Build on what the audience already knows

The CAB's videos and case studies help the audience see the pain of a mother and the ISIL narrative and recruitment themes for themselves.



# Credibility

- Can come from authority or anti-authority
- Vivid details
- Actions speak louder than words
- Statistics are rarely meaningful alone
- Statistics should be used to illustrate a *relationship*.

Credibility can come from federal, state, and local government and law enforcement. The CAB videos and case studies leverage the 'anti-authority'.



## Appeal to Emotions

- We tend to feel things for people – not abstract concepts
- The more rationally people think, the less empathy they feel
- The more you appeal to people's emotional side, the more you are able to inspire action

Participants must feel empathy for the victimization of kids and their families.



## Story Telling

- Telling stories helps the audience follow along
- Acts as a simulation where they can mentally walk through a scenario
- Improves retention

The presenter needs to both (1) walk the audience through radicalization and recruitment cases and (2) ultimately mobilize community members to act.



## Inspire Action

- The purpose of the CAB is to do one thing: **drive the community to action**
- Presenting the narrative and recruitment tactics of violent extremists are necessary and supporting components



# Obstacles to Communication

- Obscuring the point
- Thinking everything is equally important
- Focusing on the details instead of the *message*



## Conclusion

- Simple ideas are stripped down to their ***most important details***
- Altering expectations ***grabs and holds audience attention***
- Tangibility creates ***clarity***
- Credibility creates ***belief***
- Appealing to emotions invokes ***caring***
- Story telling ***improves retention*** and help the ***audience follow along***



## Pop Quiz

To make an idea hold, it needs to make the audience do what five things?

- Pay attention and engage
- Understand
- Remember
- Care
- Act



## Pop Quiz

What are the six principles?

- Simplicity
- Alter Expectations
- Tangible
- Credibility
- Appeal to Emotions
- Story Telling



## Pop Quiz

When you strip down an idea to its critical essence, what principle are you leveraging?

Simplicity



## Pop Quiz

What helps the audience follow along?

Story Telling



## Pop Quiz

- Are these words tangible or abstract?
  - innovative, empowering, justice

### Abstract

- What are some words that are tangible?



## Pop Quiz

When should statistics be used?

To illustrate a *relationship*



## Pop Quiz

What is the purpose of the Community Awareness Briefing (CAB)?

To drive the community to action