True value of communication is to work on building trust and confidence during peace time so that when extreme events or disasters occur the people especially Disaster Managers will believe and have confidence in our forecasts and warnings. We should also frame our message in a way that it will provoke proper action but intellectually done so as to drive continuous improvement, not only for a short time. Trust is something that is **not** earned for a short time. It is must be earned through experiences and good relationship.

Empathy is indeed important, We should know how the Disaster Managers think, feel and do during situations like when there is an approaching typhoon. My example in Typhoon Haiyan that the Mayor said, "if you told us that it is TSUNAMI which we understand not STORM SURGE, then we should have act properly." As scientist, this is not correct but if we want correct reactions, we should have framed it in a way that they will understand according to their intellect but without sacrificing the science. From our learning in this Management Programme, we can frame the warning as "The area will be affected by STORM SURGE with big waves similar to TSUNAMI". We should have mentioned Tsunami because that is what they know and can imagine. They are not learned people on meteorology like us.

The art or science of Negotiation is one of my weakness which is one of the things I hope to learn in this programme. As the Chief of Weather Division with 100 staff, I often encounter disputes or disagreements between staff members, supervisor and subordinate and even forecasters and Human Resource Department staff that I need to solve, mediate or negotiate. I learned a lot from the lectures yesterday. I learned that Empathy is important.