

LOST IN TRANSLATION: COMMUNICATION MISHAPS IN GEOPHYSICS

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The importance of good communication with clients to ensure we fully understand their purpose, objectives and expectations cannot be overstated. In this presentation we discuss a few case histories where this communication broke down, then we found out that the good quality data and compelling results we generated were, after all, not what the client expected or needed; and therefore, did not meet the project objectives. We will cover where the communication broke down and discuss what could have been done better to avoid the issue. While none of these case histories represent actual failures of geophysics, they do serve as cautionary tales about how even a well done geophysical investigation can come up short, in the client's eyes, no matter how well the survey was conducted.