

What We'll Try to Cover

Facilitated Workshop:

Intro to Dealing with NIMBY using SDIC

A. Responsible and Responsive Public-Sector Problem-Solving and Decision-Making

- Minimum ingredients
- The “All Hell Breaks Loose” step appears to be part of the process
- The dark side of public involvement
- How torpedoed proposals result in failed missions and ineffective problem-solving
- Our research
- The basic strategy of Implementation Geniuses

B. Legitimacy

- Why the public (specifically Americans) put up with some public proposals and not with others
- The 1st & 2nd Law of Public Administration

C. Understanding and Communicating Your Mission

- Public-sector managers' Mission-Frustrations
- DOs & DON'Ts of communicating your mission
 - Why vs. What
 - How NOT to write mission statements that are “cynicism inducing platitudes”
 - How to use your history as a communications resource
 - When you're between a rock and a hard place, grab the “Bleiker Life Preserver”

D. What makes Implementation Geniuses look like Geniuses

- Their three attributes
- Overview of the 15 Citizen Participation Objectives

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Learning Objectives of the Intro to Dealing with NIMBY using SDIC™: the Systematic Development of Informed Consent Workshop + Applied Coaching Sessions

	Learning Objectives
Day 1	<p>Help students gain awareness of the ever-present tension between upholding their responsibilities and professional ethics, versus being responsive to diverse and (often) diametrically opposed interests. Introduce them to another way of viewing and understanding their role as well as interest objections. Provide incremental exercises to help students notice and question their own assumptions, common practices, and methods of communication that might have unintended consequences. Offer a view of the Veto Phenomenon / 11th Hour Gridlock in a new light that is predictable and preventable.</p>
Day 2	<p>Review previous concepts. Help students discover the inherent problem with group decision-making, and how to get beyond irrational (non-transitive) outcomes. Provide students with another way to conceptualize and identify their “public”. Offer exercises (in and out of class) for students to practice identifying the key interests and issues on a project/plan. Delineate the crucial difference between Consent-Building and consensus building, and why one is essential and the other isn’t. Give students the litmus test of “legitimacy”. How to use the PAIs/Issues Matrix on each plan.</p>
Day 3	<p>Review previous concepts. Give students a foundation in Objectives-Driven, rather than Techniques-Driven outreach. How to increase useful input / minimize pseudo-input. Articulating Null-Alternative, Mission, and other communication essentials. Give an overview of the two diagnostic/assessment tools students must use to identify which of the Citizen Participation Objectives are “high priority” on a specific plan. How to bring all the steps together to become systematic in outreach after completing both a PAIs/Issues Matrix and one of the two diagnostic/assessment tools. Steps to review, continue and deepen their understanding of Consent-Building.</p>

You solve problems for the public. We solve problems for you.

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Syllabus for Dealing with NIMBY using SDIC: the Systematic Development of Informed Consent

Lesson #1: You CAN be effective in spite of organized and anti-government opposition (46 minutes)

Lesson #2: The Implementation Problem: Why it's so difficult to get anything through the political decision-making process (9 minutes)

Lesson #3: Why organizations are less effective: Your technical work is NOT the problem (9 minutes)

Lesson #4: Origins of our Consent-Building approach (52 minutes)

Lesson #5: What Implementation Geniuses focus on (and most professionals ignore) (34 minutes)

Lesson #6: A roadmap to start using Consent-Building on your work (40 minutes)

Lesson #7: Why asking what are the best tools and techniques is exactly the wrong question (52 minutes)

Lesson #8: A Five Step Exercise on developing a Interest and Issues Matrix for each project, proposal, or policy you're working on (2 hours & 48 minutes)

Lesson #9: The 5 Responsibility Objectives you must fulfill (1 hour & 15 minutes)

Lesson #10: The 5 Responsiveness Objectives you must fulfill (51 minutes)

Lessons #11 - 15: The 5 Effectiveness Objectives you must fulfill (2 hours & 47 minutes)

Bleiker Training

Syllabus for 4 Advanced Public Outreach Modules

Strategic Module

Never again wonder if you should create an Advisory Committee, Open House, or use another outreach tool.

By completing this module, you'll know WHO, WHY, and HOW to reach key stakeholders.

"Communicating" won't be a fuzzy goal. Your outreach will be strategic with clear Objectives and specific Techniques to accomplish them!

Six Sessions

- Identifying and completing steps to gain Legitimacy
- Why "Educating" the public tends to backfire
- Selecting the appropriate tools and techniques for your work's vulnerabilities
- The 10 most common and serious errors of Citizen Participation
- Developing a tailored Public Outreach Program to fulfill and resolve your work's biggest vulnerabilities and misperceptions by the public

6 hours of Video

Tactics Module

You now see that a tool is neither "good" nor "bad" — it depends on what you're using it for.

Learn to use tools that take LESS time, use FEWER resources, and create a MORE informed public!

Six Sessions

- The "Pay As You Go" Tactic
- The Tactic of "Public Handwriting"
- The "Stage Setting" Tactic
- The "Efficiency" Tactic
- Getting useful input from laypeople
- Different kinds of input (technical versus "we need to be heard" versus "we have the right to prevail," etc.)
- Your ticket to success
- Why silence is NOT a wise option
- Preventing the need for correcting misinformation, rumors, lies, fake news
- Building trust

7 hours & 20 mins of Video

Respect & Legitimacy Module

How much easier would your life be if the public trusted you? Why are some subject-matter experts respected and others not? (Hint: it's NOT their public that's different.)

You're about to discover exactly what it takes to turn cynicism into credibility.

You'll know how to turn mistrust and personal attacks — into trust and respect.

Eleven Sessions

- The Legitimacy Stream
- The Leadership Stream
- Where to focus your outreach efforts
- How to provide Leadership to internal and external interests
- Assessing if your outreach has been thorough enough
- 6 Questions to ask yourself about what policymakers understand

7 hours of Video

Values Module

Why do some stakeholders get so emotional? Why do others feel personal attacks against staff are warranted? Why do would fierce opponents ever willingly Consent?!

It all comes down to people's values.

You're going to develop a deep understanding opponents' "higher values", and why they're the KEY to reversing any stakeholder's opposition.

Nine Sessions

- The Context for our exploration of Values
- Role of Values in personal decision-making
- Refocusing: why Values have everything to do with your team's success (or failure)
- The Secret to Implementation Geniuses' success
- Bleiker Hierarchy of Values
- Dealing with a very powerful Interest that intends to fight your team/organization
- Bonus lecture on Dealing with Domestic Terrorists

6 hours & 30 mins of Video