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Your Takeaways Will Be

- Understand why engaging stakeholders is a good thing
- Know a variety of ways to design large group gatherings
- Understand some of the tools and methods available to you
- Get some new ideas on managing the public before, during, and after events




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We are not covering...

- Open meeting laws
- Handling the press
- Social media
- In-depth audience analysis
- Project management
- Security



PRESS & MEDIA




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Why Engage Stakeholders At All?



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The Difference Between a Trainer, a Facilitator, & a Mediator

<b>TRAINER</b> Educates Works with groups Develops content based on adult learning theory Program or content specific 80% Speaking/20% Listening	<b>FACILITATOR</b> Helps a group reach a desired outcome Works with groups Depends on the ability of the group & facilitator Adaptable 20% Speaking/ 80% Listening	<b>MEDIATOR</b> Helps individuals & groups reach a desired outcome Works with couples and groups Process specific: Follows guidelines for a mediation process 20% Speaking/ 80% Listening

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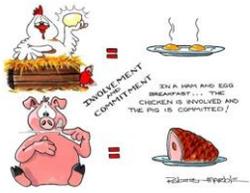
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What's the Difference Between Them and You?

- The trainer, facilitator, or mediator is involved.
- You are committed!



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Tips for Designing Large Meetings

- 1. Be clear about the outcome you want.
- 2. Design matters!
- 3. Consider hiring a facilitator if its more than just an open forum.
- 4. Set ground rules.
- 5. Set the room up for success.
- 6. Think about your materials and presentation from the audience's point of view.
- 7. Plan your accommodations ahead of time.
- 8. Plan, plan, plan...




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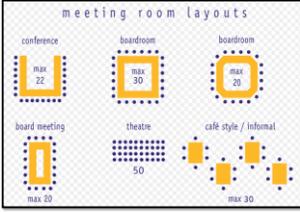
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Meeting Room Layout

- Make a conscious choice
- Maximize results
- Match A/V to layout
- Some activities require certain layouts
- Have extra tables for sign-in and materials
- Leave room for the press




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Details, Details, Details

- Audio/Visual/Technology
- Lighting
- Timing
- Food
- Scripts & notes
- Materials & Press Kits




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Options for Large Group Meetings

- Town Hall
- The Big Deal™
- World Café
- Poster Presentations
- Graphic Facilitation




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Managing the Public

- Public Comments
- Social Media
- ADA Materials & Accommodation
- Handling Malcontents
  - Monopolizers
  - Distractors
  - Snipers
  - Skeptics




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Monopolizers



How to recognize them:

- They interrupt often, ramble, and repeat because they enjoy hearing themselves speak.
- Can take up time talking about their own issues.

Tips for dealing with Monopolizers:

- Don't argue with them, but don't hesitate to confront them;
- Change your body language to cut the conversation off;
- Wait for them to come up for air and interrupt them by name; and
- Note that point and immediately invite someone else to comment on the topic.




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Distracters

- How to recognize them:**
- They seek attention. To get it, they'll often bring up irrelevant topics that waste time.
- Tips for dealing with Distracters:**
- Firmly halt Distracters;
  - Restate the meeting purpose; and
  - Ask them to answer a specific question to get them to focus on the main topic.




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October 6, 2016  
 Social Media 101 2016

Snipers

- How to recognize them:**
- They resort to stage-whispered, snide comments to challenge your authority by switching attention from you to them.
- Tips for dealing with Snipers:**
- Shine the spotlight on them;
  - Bluntly ask them to share their comments with everyone; and
  - Most will be so embarrassed that they'll decline.




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Skeptics

- How to recognize them:**
- They criticize everything you or others say.
- Tips for dealing with Skeptics:**
- If they become negative or critical during the meeting, let them know that you're looking for solutions, not criticism.
  - Then ask them to contribute.




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Managing Conflict

- Recognize the type of conflict you are managing
- **Task Conflict (Constructive Conflict)**
  - Disagreements about task-based & process decisions
  - Often helps teams when members trust each other & have conflict management skills
- **Relationship Conflict (Destructive Conflict)**
  - Interpersonal & values-based disagreements that have little to do with the task
  - Conflict escalates when it is viewed as a personal attack & becomes emotional
  - Usually hurts performance



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Sample Ground Rules

1. All opinions have value.
2. It is okay to respectfully disagree.
3. Focus on the situation, issue, or behavior, not on the person.
4. Only one carry-on bag-Leave your baggage at the door or at least limit yourself to one.
5. Speak with one voice.
6. ELMO- Enough, Let's Move On-- Allows you to check in to avoid "beating a dead horse" on any discussion/issue. If the majority agrees that a discussion is essentially completed, the group moves on.



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Managing Conflict is About Communication

- Managing conflict is all about communicating
- Communicating clearly about your perspective (XYZ statements)
  - Using active listening to understand the other party's perspective
  - Taking ownership over the conflict & showing empathy
  - Developing an action plan to resolve the conflict

**XYZ Statements**  
 When you do X (their behavior),  
 Y happens (how it affects you),  
 and I feel Z (the emotions you feel).

**Example:**  
 "When you come to meetings late" (X-their behavior)  
 "We can't start on time" (Y-the effect)  
 "And I feel like you're wasting my time."  
 (Z-how you feel about it)



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Active Listening Can Really Help

<b>Sensing</b>	1. Pay attention 2. Avoid distraction 3. Stay tuned in	4. Do not interrupt 5. Watch for nonverbal cues 6. Listening, not evaluating
<b>Evaluation</b>	7. Evaluate after listening 8. Think, organize your thoughts 9. Plan to show empathy	
<b>Responding</b>	10. Show interest "I see" 11. Show empathy 12. Paraphrase their points 13. Ask clarifying questions	



Slide 6, 2016

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VOMP Model of Conflict Management

<b>VENT</b>	Wait until your anger settles, & use XYZ statements to explain your side. Listen to the other party's side without interrupting, & use active listening skills to show you understand them. Try to avoid the "blame game."
<b>OWNERSHIP</b>	Even when it seems the other party is clearly "wrong," both parties are still invested in resolving the conflict. Take ownership over your part in it. Appeal to common goals & invite the other party to help you resolve the issue.
<b>MOCCASINS</b>	Stand in the other person's shoes & try to see the conflict from the other party's perspective. Acknowledge their feelings and demonstrate empathy.
<b>PLAN</b>	Create a plan of action about what each party will do differently in the future. Ideally, try to get the other party to suggest what they could do differently & express ideas about what you will do. Follow up later to ensure the plan is followed and to signal your commitment to resolving the conflict.



Slide 7, 2016

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Graphic Facilitation



Slide 8, 2016

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Community Forum-South Burlington



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Community Activity to Find Common Ground



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Key Success Factors

- Design matters if you really want to engage people!
- Be clear about the outcome you want.
- Plan, plan, plan...
- Use ground rules.
- Consider using a facilitator who understands stakeholder engagement.
- Anticipate how you will handle malcontents and conflict.
- Follow up.



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Thank You

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