

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