

Stakeholder Dialogue *workshop*

The Stakeholder Dialogue Workshop program allows participants to dive deeply into the topic of audience concerns/feelings. They are guided to craft issue-relevant messages, and they are given the opportunity to role play high-stakes conversations in a variety of outreach scenarios. Exercises focus on active listening, answering with empathy, asking open-ended questions, consensus building, and choosing battles.

PROGRAM TYPE
Full-Day Program

PROGRAM CODE
SDW

NUMBER OF PARTICIPANTS
4-12

SESSION LENGTH
1 full day from 8:00am to 4:30pm

“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”

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THE BENEFITS

- All employees and contractors are engaged in conversations with community or government officials.
- The emphasis is on town hall meetings, civic engagements, NGOs, and indigenous (First Nations) audiences.
- Every participant learns tangible tools for better engagement and relationship building to drive business results.
- Professional videographers are on-site to record all coaching and on-camera exercises.
- Participants leave with a personalized USB of their work and coaching experience.

THE NEEDS

- Every employee is a brand ambassador and impacts how your stakeholders feel about your company. Frequently, stakeholders ask tough, confrontational, or emotional questions about your operation or incidents. The necessary communication tools are needed to professionally and empathetically answer stakeholders and protect or build the brand.

THE CHALLENGES

YOUR STAKEHOLDERS HAVE A FEW IMPORTANT THINGS IN COMMON:

- Your stakeholders have a few important things in common:
 - 1 They are connected to each other and to the world, and your business impacts their lives.
 - 2 They blog, tweet, have RSS feeds, and upload videos to various social media platforms.
 - 3 They create news, read news, and become the news.
 - 4 They are passionate, committed to “doing their homework,” organized, and are key influencers in their respective communities.
 - 5 Citizen journalists are “on the beat” at every location, attend public hearings, are on community advisory panels, and exist in every corner of your enterprise.
- Inappropriate behavior or interaction with stakeholders could be recorded and “go viral” in nanoseconds.
- Social media requires organizations that are pursuing business activities (or initiatives) to level the playing field by taking an offensive approach to stakeholder conversations and by proactively getting the messages out there – in both a human and digital way.
- Gaining public and stakeholder support (protect/assure license to operate) is vital to the success of the enterprise.

THE SOLUTION

The Stakeholder Dialogue Workshop is a hands-on, in-person program that teaches participants how to engage with stakeholders in a more audience-centric way. It focuses on brand building, high-stakes conversations, listening skills, asking better questions, and relationship building with neighbors, policy makers, and key business influencers.

- The Stakeholder Dialogue Workshop puts tangible tools into the hands of every employee with on-camera simulations of stakeholder conversations.
- Every participant dives deeply into the audience’s concerns/feelings to draw better empathy into high-stakes conversations and messaging.
- Listening exercises help leaders talk less and listen **ACTIVELY** to stakeholder concerns (listening twice as much as speaking).
- Company representatives learn how to ask better questions using the “open-ended” and “exploratory question” techniques to yield more detailed answers and develop stakeholder connection.
- Leaders engage in tactical training and role play. Trainers simulate contentious conversations and represent injured parties in town hall meetings, at governmental hearings, or in conversations with government officials.

ABOUT THE WORKSHOP

THE STAKEHOLDER DIALOGUE WORKSHOP PROGRAM COVERS THE FOLLOWING:

- Identifying your professional brand... and living up to it
- Analyzing audience concerns and feelings
- Engaging in relevant role play for stakeholder engagement
- Creating empathetic, audience-centric messages
- Making technical messages meaningful to the mainstream
- Crafting the BIG IDEA
- Sharing the messages using illustrations and examples that Grandma would understand
- Knowing how to shepherd stakeholders to the answer - and when NOT to answer
- Becoming aware of social media and how it plays a role in citizen journalism
- Putting a human face and personal touch on your corporate image
- Answering questions using the "3-model" answers and deploying empathy phrases to diffuse contentious situations

DURING THIS FULL-DAY PROGRAM, YOUR TEAM...

- Gets immediate, hands-on feedback (through video playback) for real-time growth
- Is recorded by professional videographers during simulations for video playback and enhanced learning
- Is guided through a variety of stakeholder scenarios to experience the differences and learn respective strengths and weaknesses
- Is encouraged to log feedback, observations, and experiences in their workbooks for continued growth and collaboration with their teams
- Gets tangible, time-tested tools (worksheets and planners) to use for future message development and stakeholder engagement
- Receives a finalized USB (upon the program conclusion) of on-camera experiences and coaching
- Learns how to coach and support their colleagues for continued development