Strategies for Dealing with Opposition and Outrage in Public Participation

International Training Program

Training Today’s Practitioners for Tomorrow’s Challenges

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Effective Tools for Our Changing World

People around the world are more suspicious and distrustful of large institutions than ever before. Global populations have lost trust in government, business, media and even non-governmental organizations. People who do not trust institutions often come to public processes upset, frustrated and angry.

Angry people cannot represent their interests well in participative processes. Ignoring their skepticism is not productive, and neither is shouting over them or limiting how much they can participate. Strong emotions and outrage can challenge public participation (P2) practitioners and decision makers – and inhibit communities’ participation in public engagement processes.

Going far beyond just another conflict resolution training class, Strategies for Dealing with Opposition and Outrage in Public Participation helps you understand the human behavior and emotional intelligence of working with angry and cynical people in tough circumstances. Working with people, no matter what emotions they bring to the process, is foundational to the practice of P2.

In these challenging times of environmental, health, cultural, economic and social changes, Strategies for Dealing with Opposition and Outrage in Public Participation will enhance your practice and enable you to fully support your clients. The learning you take away from this course will equip you to enhance quality P2 outcomes where communities are emotional or outraged. This course will help you plan for and implement strategies you can use whenever emotions are strong. Upon completion, you will receive a certificate of completion from IAP2.

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Learn Strategies for When Emotions are Strong

During this IAP2 two-day course, you will earn:

• Six practical strategies for managing outrage
• New behaviours you can immediately apply in your own practice and your own organization
• A new, more productive approach to thinking about and analyzing outrage
• New ways to plan and implement public participation projects where people are outraged

This class is designed to help you:

• Identify outrage and assess its causes
• Identify and evaluate strategies to reduce outrage in public engagement
• Select and implement strategies to reduce outrage both during planning and in the moment

By the end of the course, you will leave with a new way of thinking about and analyzing outrage. You will learn skills, knowledge and behaviours to apply in your next public engagement challenge.

Who Should Take this Course?

This course is designed for any practitioner dealing with the tough issues facing our communities now and in the future. Anyone in communities facing complex challenges – from outreach coordinators to consultants and elected officials – will benefit by learning meaningful best practices to assess and address outrage in your P2.

This course brings together the collective knowledge and experience of outrage management as taught by Dr. Peter Sandman, a leader in risk communication, and P2 as practiced by IAP2. The course is highly interactive and uses a range of adult education methods including case studies, videos, P2 tools and techniques, and times set aside for personal reflection, and group discussion and application of strategies. Participants receive a student manual that will be a helpful reference and resource after the class.

For more information on training close to you, please visit www.iap2.org, or contact one of our national Affiliates.