

## PRACTICUM PARTNERS



**Centre for Innovation in Management**  
FACULTY OF BUSINESS, SIMON FRASER UNIVERSITY

This living laboratory is a collaborative initiative between the Centre for Innovation in Management at Simon Fraser University (BC, Canada), The Axelrod Group Inc. (Chicago, Illinois, USA), Robert W. Jacobs Consulting (Chelsea, Michigan, USA), and Vista Consulting (United Kingdom).

The **Centre for Innovation in Management (CIM)**, located in Simon Fraser University's Faculty of Business, is a partnership of faculty, researchers, business leaders and social entrepreneurs dedicated to helping business create social as well as shareholder value. CIM conducts research, facilitates collaborative learning and disseminates new ideas in the area of stakeholder relations. CIM Team: Ann Svendsen; Myriam Laberge; Don Haythorne

**Robert W. Jacobs Consulting** is author of, and a leading authority in the practice of, "Real Time Strategic Change" for profitable strategies, rapid implementation and system-wide commitment. Consultant: Robert (Jake) Jacobs.

Founded in 1981

### **The Axelrod Group**

**The Axelrod Group** has helped to pioneer the use of large groups to bring about organizational change. Its Conference Model® process for redesigning organizations and processes has received international recognition in books, articles, and videos. Consultant Team: Dick Axelrod and Emily Axelrod

**VISTA Consulting** is a UK-based .....

Possible Consultant Team Members: Julie \_\_\_\_\_; Anne Brooks; Paul Cox; Kees Jan Bender

### INTERESTED IN THIS CONCEPT?

Your organization recognizes the need to build more collaborative relationships with its stakeholders. This Practicum is designed to enhance the level of social capital with them, by strengthening existing networks, creating shared mental models and building trust. To join our team of practitioners and other multi-stakeholder teams in co-creating this unique learning experience, please contact Ann or Myriam at:

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## Practicum Concept

## Stakeholder Engagement: Collaboration Across Organizational Boundaries



***Foster Collaborative Relationships and Build Social Capital With Your Stakeholders***

Vancouver Area  
British Columbia, Canada  
Fall/Winter 2001

### Practicum Contact Information

A Co-Creative Collaborative Design of Consultants & Participating Organizations

# Practicum: Concept Description



*Professional development:  
Learn creative and new techniques for working with multi-stakeholder groups*

## A Unique Learning Environment

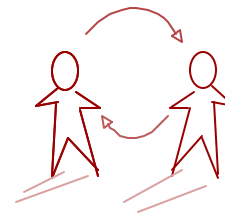
The Practicum offers a unique opportunity to build social capital and learn how to foster collaborative stakeholder relationships across organizational boundaries. Participants will:

- Co-design a practical learning experience from conception through delivery with a powerful team of practitioners and other participating organizations.
- Bring a multi-stakeholder project team of internal and external stakeholders together to learn the essential skills for engaging stakeholders in collaborative work.
- Advance real project work involving these stakeholders through a joint learning and living laboratory experiment.
- Build the shared mental models, networks and trust levels that foster collaborative stakeholder

## Essential Skills in Stakeholder Engagement

Sample topics from past Practicum's:

- Individual and Collective Story-Telling
- Principles of Engaging & Convening
- Fostering Collaborative Relationships
- Factors That Enhance Social Capital: Building Networks, Trust, and Shared Mental Models
- Commitment and Engagement Continuum
- Compelling Purpose & Outcomes
- Factors That Sustain Change
- Complex Adaptive Systems
- Macro Design Principles: Conference Model; Real Time; Future Search
- Project Planning & Design
- Micro Design Principles. Event Planning & Design
- Structures & Connectors for Fostering Collaborative Change



*Unique co-creative partnership of practitioners and participants*

## Multi-Stakeholder Teams

Work in collaboration with some of your key internal and external stakeholders on a real project, and:



*Build your multi-stakeholder team through joint work on a real project.*

- Learn common mental models and key principles for engaging and convening stakeholders in organizational change and transformation.
- Discuss the building blocks for trust and mutuality of outcomes.
- Benchmark and apply a rich variety of tools and techniques.
- Cross-pollinate thinking and broaden perspectives with other multi-stakeholder teams.
- Create or deepen connections between team members and with other teams through mixed groups, whole group sessions and team sharing.
- Balance work and play through shared social evening programs.