

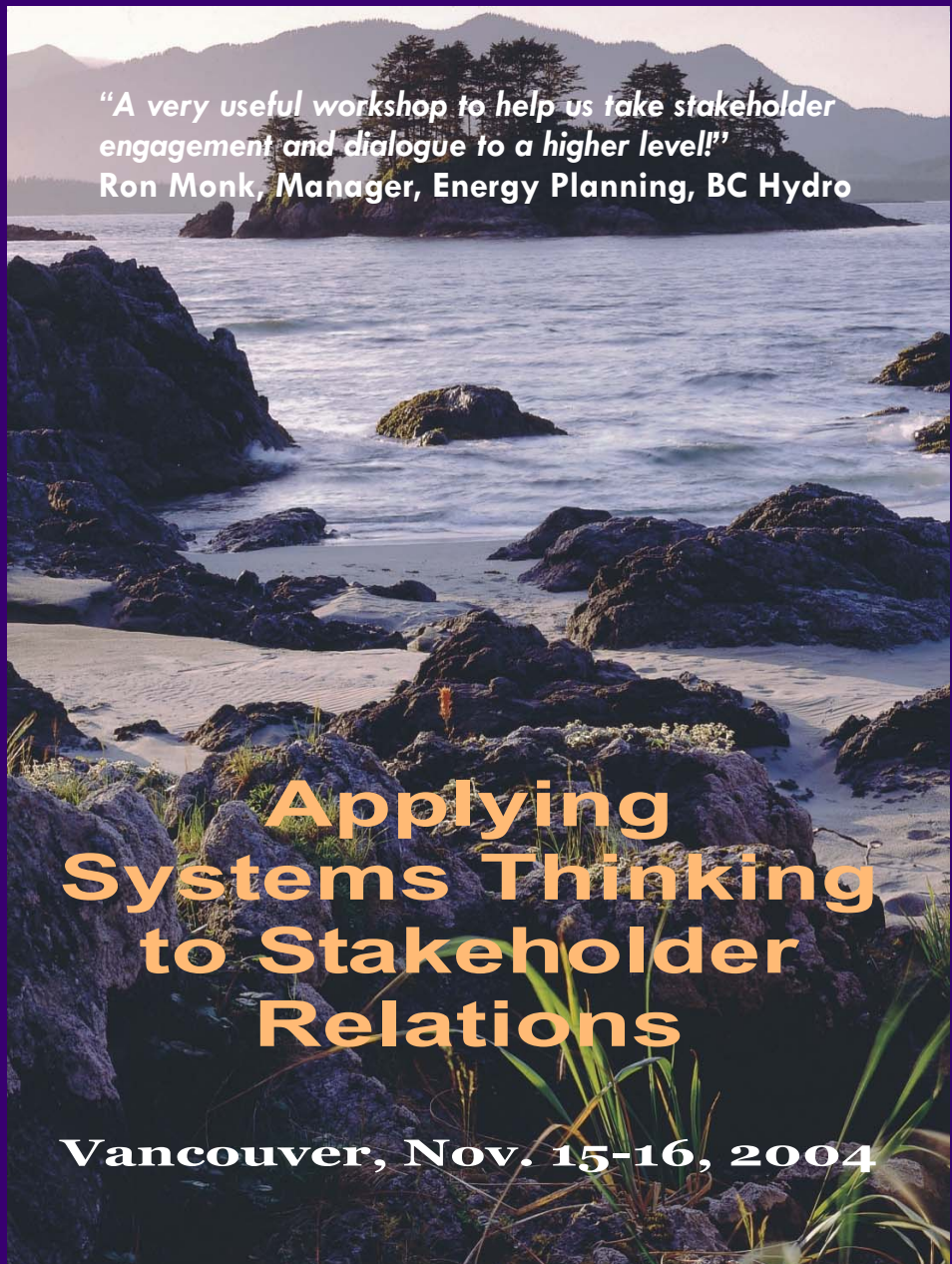


Stakeholder Engagement and Dialogue

Executive Workshop

"A very useful workshop to help us take stakeholder engagement and dialogue to a higher level!"

Ron Monk, Manager, Energy Planning, BC Hydro



Applying Systems Thinking to Stakeholder Relations

Vancouver, Nov. 15-16, 2004

SESSION LEADERS:

Ann Svendsen
Executive Director

Myriam Laberge
Director
Collaborative
Learning



**Simon Fraser
University at
Harbour Centre**

Date/Location

November 15-16, 2004

Simon Fraser University at Harbour Centre,
515 W. Hastings St. Vancouver, British Columbia

"Your workshop has provided the in-depth insight into, and understanding of, stakeholder engagement issues that business schools only touch upon superficially. This should be a required course for all MBA programmes."

Kathrin Bohr, Canadian Business for Social Responsibility

Purpose

- Are positive stakeholder relationships critical to your organization's success?
- Are you looking for new ways to engage stakeholders to resolve complex issues?
- Do you want to create new opportunities and societal benefits?
- Would you like to improve your skills in productive multi-stakeholder conversations and dialogue?

Positive, trust-based relationships with key stakeholders can enhance organizational performance through creativity, growth, reputation and new opportunities. During this dynamic executive development program, leaders from industry, government and civic society will enhance their strategic abilities and skills in stakeholder

engagement.



8/31/04

Objectives

Gain insights, knowledge & skills to:

Build high trust stakeholder relationships.

- Learn different approaches to stakeholder relations.
- Understand the business case for co-creative stakeholder engagement.

Acquire new tools.

- Produce a stakeholder network map to focus engagement activities
- Prepare a stakeholder engagement plan.

Create 'safe spaces' for learning with stakeholders.

- Develop new engagement strategies to minimize unproductive conflict.
- Use systems thinking to understand root causes and potential solutions.

Convene productive multi-stakeholder dialogues.

- Use dialogue, debate and discussion appropriately.
- Understand the fundamentals of stakeholder dialogue.
- Practice dialogue skills in a safe environment.

Executive Development Workshop

program

NOVEMBER 15		NOVEMBER 16	
8:00	REGISTRATION & CONTINENTAL BREAKFAST	8:00	NETWORKING & CONTINENTAL BREAKFAST
8:30	INTRODUCTION Welcome, Purpose, Process Participant Introductions WHY ENGAGE? <ul style="list-style-type: none"> • The Changing Context • The Business Case for Engagement A SYSTEMS VIEW OF STAKEHOLDER ENGAGEMENT	8:30	NETWORK OUTREACH <ul style="list-style-type: none"> • Situation Analysis • Internal Alignment • Engagement Plan COLLECTIVE LEARNING <ul style="list-style-type: none"> • Systems Thinking • Learning in Networks MULTI-STAKEHOLDER DIALOGUE <ul style="list-style-type: none"> • Fundamentals of Dialogue • Productive Advocacy & Inquiry
12:00	LUNCH (OPEN)	12:00	LUNCH (OPEN)
1:15	ENGAGING NETWORKS Mapping Networks Co-Creative Engagement <ul style="list-style-type: none"> • Fundamental Challenges • Co-Creative Engagement Model RELATIONSHIP BUILDING & SOCIAL CAPITAL	1:15	STAKEHOLDER DIALOGUE (cont'd) <ul style="list-style-type: none"> • Debate & Dialogue - Skills Building INNOVATION <ul style="list-style-type: none"> • Shared Vision • Joint Planning/Action LEADERSHIP: WHAT IT TAKES RECAP OF CONCEPTS & FRAMEWORK
5:00	RECEPTION	5:00	WORKSHOP ADJOURNS

Who Is This Workshop For?

Business and organizational leaders from business, government and civic society whose responsibilities include building and maintaining stakeholder relationships in such areas as:

- ◆ Public affairs
- ◆ Environmental management
- ◆ Communications
- ◆ Community and aboriginal relations
- ◆ Supplier/business alliances
- ◆ Organization & community development/change
- ◆ Community investment/CSR
- ◆ Stakeholder Relations



HOST: The Centre for Innovation in Management (CIM) is hosting this Workshop. CIM was created to foster stakeholder-responsive and responsible management. Its mission is to work with leading organizations and their stakeholders to create social and economic value through productive stakeholder engagement.

"An information rich and thought provoking experience! Using role playing, problem solving, dialogue and team building, we experienced collaborative learning and the power of networks to innovate - two of the foundations of the systems approach." Linda Markowsky, Senior Advisor, Stakeholder Relations, Ministry of Environment, Government of Ontario

register

Build Your Expertise

- New theoretical frameworks and principles to help you integrate workshop themes of outreach, learning, and innovation.
- Powerful experiential exercises to learn and test new skills in a risk-free environment.
- Case studies and resource materials to help you extend your learning.
- Practical engagement tools and strategies.
- Collegial interactions with other practitioners around real 'back-home' issues.



"The seminar provided me with an excellent stakeholder engagement framework and tools that can be easily transported back to the workplace and are applicable at all levels of the organization - not just for executives!" Jennifer Ryan, MM Program Manager, Leadership & Management Development Group, Intel Corporation

"I found CIM's approach to stakeholder relations straightforward, easy to apply and extremely relevant to today's world of mutually beneficial community involvement." John Turner, Business Relations, Duke Energy



"A thought-provoking workshop that provides a model and tools appropriate to the complex issues of our day." Jacquie Dale, President-CEO, One World Inc.

Workshop Fees (GST will be added)	Canadian Dollars
• Corporations (Early Bird: \$1,500)	\$1,750.00
• Government (Early Bird: \$1,100)	\$1,250.00
• Civic Society (Early Bird: \$700)	\$800.00
• Discounts: Early Bird registrations by Oct. 1st. • Group Rates: Teams of 3 or more from the same organization qualify for a discount. The 2nd registrant will receive a 10% discount off the applicable rate. The 3rd and subsequent registrants qualify for a 20% discount.	

Registration

- **Information:** Ann Svendsen, Tel: 604-437-6112; svendsen@sfu.ca
- **On-Line:** www.cim.sfu.ca/sed
- **Call:** 604-761-4016.
- **Email:** cimevents@sfu.ca
- **Fee Includes:** All workshop materials, two continental breakfast, the reception and all refreshment breaks.

Payment Options: Payment may be made by cheque, money order, or credit card.

Cancellation Policy: All cancellations must be received in writing. The amount paid less a 25% processing fee will be refunded for cancellations post-marked or faxed prior to 30 days in advance of the workshop. Following this date, no refunds will be given but substitutes may be sent.