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

SESSION LEADERS:
Ann Svendsen
Executive Director
Myriam Laberge
Director
Collaborative Learning

Applying Systems Thinking to Stakeholder Relations

Vancouver, Nov. 15-16, 2004
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 stake-
holders can enhance organizational performance
through creativity, growth, reputation and new op-
portunities. During this dynamic executive develop-
ment program, leaders from industry, government
and civic society will enhance their strategic abili-
ties and skills in stakeholder
engagement.

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

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<th>NOVEMBER 15</th>
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<tr>
<td>8:00</td>
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<tr>
<td><strong>Registration &amp; Continental Breakfast</strong></td>
<td><strong>Networking &amp; Continental Breakfast</strong></td>
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<td>8:30</td>
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<tr>
<td><strong>Introduction</strong></td>
<td><strong>Network Outreach</strong></td>
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<tr>
<td>Welcome, Purpose, Process</td>
<td>Situation Analysis</td>
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<td>Participant Introductions</td>
<td>Internal Alignment</td>
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<tr>
<td>Why Engage?</td>
<td>Engagement Plan</td>
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<tr>
<td>♦ The Changing Context</td>
<td>COLLECTIVE LEARNING</td>
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<td>♦ The Business Case for Engagement</td>
<td>♦ Systems Thinking</td>
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<tr>
<td>♦ <strong>A Systems View of Stakeholder Engagement</strong></td>
<td>♦ Learning in Networks</td>
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<td><strong>Lunch (Open)</strong></td>
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<tr>
<td><strong>Engaging Networks</strong></td>
<td><strong>Stakeholder Dialogue (cont’d)</strong></td>
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<td>Mapping Networks</td>
<td>♦ Debate &amp; Dialogue - Skills Building</td>
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<td>Co-Creative Engagement</td>
<td>INNOVATION</td>
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<td>♦ Fundamental Challenges</td>
<td>♦ Shared Vision</td>
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<td>♦ Co-Creative Engagement Model</td>
<td>♦ Joint Planning/Action</td>
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<td>Relationship Building &amp; Social Capital</td>
<td>LEADERSHIP: WHAT IT TAKES</td>
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<td>5:00</td>
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<td><strong>Reception</strong></td>
<td><strong>Workshop Adjourns</strong></td>
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## 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

"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
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

Workshop Fees (GST will be added)  

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<tr>
<th>Corporation (Early Bird: $1,500)</th>
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<tr>
<td>Government (Early Bird: $1,100)</td>
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<td>Civic Society (Early Bird: $700)</td>
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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.