How to . . . Effectively Advocate and Engage with Government

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INTRODUCTIONS
What kind of meeting is it?

Make sure everyone knows.

Make sure everyone agrees.

Keep your purpose consistent.
Managing expectations increases chance of success.

Setting expectations and sticking to them manages nerves and emotions.

Understanding outcomes sets tone for the process.

Communicating the outcome desired maintains expectations.
PARTICIPANTS

- What is the history?
- Who should be in the room?
- Who will be in the room?
- Why are they coming?
- Who is in charge?
- What will their role be?
Understand and/or clarify roles?

- Staff
- Decision Makers
- Other Representations – developers, specialists
- Public
- Observers
- Media
PROCESS: MEETING TOOLBOX

- How to get the right people to the meeting.

- Choosing the right location.

- Making everyone feel welcome.

- Presenting the information.

- Getting information from participants.
PROCESS: PREPARE AN AGENDA

- Welcome
- Purpose
- Start and End Time
- Overview
- Specific Presentation
- Interaction?
- Breaks?
- Next steps?
- Guidelines
- Contact
- Don’t leave people hanging.
- Make it clear from the beginning.
- Check in along the way.
- If something changes explain the change.
- Give times, responsible person and how to stay involved information early and often.
FACILITATION 101

- Objective expert in the process.
- Not a participant.
- Set the ground rules and stick to them.
- Your job, if done right, reduces the group’s need for you.
- Avoid letting a few dominate.
- Gather input
- You must stay in control of the meeting. Avoid hijacking.
COMMUNICATING YOUR POINT

- Understand your nerves.
- Stay on target.
- Plan for the unexpected.
- Stay energized.
SPEAKING TIPS

- Use familiar language.
- Maintain eye contact - this means when presenting material too.
- Be aware of audience facial cues.
- Enlist help
- Use cheats.
Stacking – identify the speakers so they know when they will be able to share.

Card Storming – have speakers write ideas down on cards and have an objective third person read all comments out loud, avoids emotion or directed communication.

Pass the ball - moving past accusations or personal attacks.

Ask speaker to turn their questions into a comment, avoids passive aggressive tactics.

Others?
MANAGE RESULTS

- Brainstorming
- Evaluation
- Ranking
- Strengths Weaknesses Opportunities Threats
- NOSTUESO - poker chips, tokens, once around
- (No one speaks twice until everyone speaks once)
- Degrees of Agreement
KEYS TO SUCCESS

- What is your Goal – remember what you want/need and don’t get distracted by the details
- Move the conversation forward – staying stuck in the past will keep you away from your goal
- Get out of the trenches – someone has to take the first step forward
- Wave the white flag – what are you willing to give in on
- Accept the white flag – what are you willing to accept
- Seek to understand as much as you seek to be understood
Questions