

# IAP2 Strategies for Public Opposition & Outrage in Public Participation

2 DAY TRAINING

(formerly called IAP2 Emotion, Outrage & Public Participation)

## Does this sound familiar?

- Are your projects failing to move forward because of public opposition?
- Are staff faced with an angry public at meetings?
- Is your organization perceived as untrustworthy or unresponsive?
- Is decision-making stalled because of polarized viewpoints?
- Does it feel like your relationship with people you serve is us versus them?
- Is the media covering your every move?

**Maybe it is time to step back  
and try a new way of engaging.**

## You will learn:

How to identify and assess the root causes of public frustration, anger, and outrage.

Understand 12 reasons for reactions and be better able to predict and prevent public anger.

Learn 6 strategies to prevent or reduce public outrage so more effective public engagement can take place.

Specific tools & techniques for working with the angriest people.

How to address internal resistance to trying new ways of engaging the public.

How to ask questions and engage meaningfully with value and empathy.

How your attitude and behaviour impacts public anger, and how to show up more effectively.

A new way of thinking about public outrage, and enhanced skills, knowledge and behaviours to apply in your next public engagement challenge.

This two-day training course combines the work of risk communication expert Dr. Peter Sandman with IAP2's core concepts for meaningful public engagement. In these challenging times you need strategies and behaviours to work together more effectively with communities and stakeholders who are outraged.

**Stephani Roy McCallum** was Lead Developer of this course, and updated materials reflect the current context of today's charged environment. The workshop is practical, hands-on participatory mix of video, lecture, group exercises and decades of real world experience in high stakes, high conflict situations.

## REGISTER HERE

HAVE QUESTIONS? CALL OR E-MAIL STEPHANI AT 613.302.2235 OR STEPHANI@BRAVELYLEAD.COM.

APRIL 11 & 12 VANCOUVER, BC

APRIL 17 & 18 WHITEHORSE, YT

MAY 8 & 9 WINNIPEG, MB

MAY 15 & 16 REGINA, SK

SEPT 18 & 19 MONCTON, NB

OCT 2 & 3 VICTORIA, BC