



THE POLITICS OF STAKEHOLDER INFLUENCE

ISSUES MANAGEMENT IN A NETWORKED WORLD

ONE-DAY WORKSHOP WITH ACCSR INTERNATIONAL FACULTY, DR ROBERT BOUTILIER

Melbourne 29th July 2009 | Sydney 4th August 2009 | Hours: 9.00am - 5.00pm

DO ANY OF THESE SOUND FAMILIAR?

- One of your bigger competitors has been criticised by an advocacy group in Europe and a member of your Board of Directors wants to know what you are doing about the issue.
- A community newspaper has run an editorial raising questions about your organisation's operations in the neighbourhood.
- In a region where you have operations, the opposition party has chosen a candidate for the state parliament who was formerly with an advocacy group that criticises your industry.

CRISIS AVOIDANCE: CONTROVERSIES AND THE BURDEN OF PROOF

The political rise of the precautionary principle is shifting the burden of proof from accusers to the accused. Today, an event only has to be imaginable to become fodder for a controversy involving your company. Everything from electro-magnetic fields to information privacy is subject to political objection based on frightful scenarios that have never occurred. Companies are backed into having to prove that imaginable fears will never materialise.

In other cases an industry must live with an unavoidable negative effect it has on stakeholders. Cattle create greenhouse gases. Software companies contribute to internet addiction. In these cases, the controversies are constantly simmering, ready to mutate or explode into a crisis.

ANTICIPATING CONTROVERSIES AND MANAGING ISSUES

Knowing how to anticipate controversies is only the beginning. Managing socio-political risk also means predicting and influencing political dynamics in your stakeholder network. This workshop will give you the skills and analytic tools to manage the politics underneath the issues.

YOU WILL LEARN HOW TO:

Read the early warning signs of a controversy

- Recognise when a public opinion survey obscures the risks you face and locate the stakeholders who can lead public opinion.
- Develop a socio-political monitoring program that serves strategists in all areas of your organisation.
- Classify controversies according to their latent opportunity level, likely duration, and urgency.

Map the socio-political landscape

- Sketch informal maps of the socio-political dynamics in your stakeholder network.
- Discover who is a potential ally and who considers collaborative solutions a sell-out.
- Recognise the three classic patterns of dysfunctional network politics.

Devise strategies that strengthen the community and your organisation's place in it

- Intervene in your stakeholder network to dispel socio-political dysfunctionality.
- Map the conceptual linkages among issues to find the greatest common ground.
- Link the management of your controversies to your organisation's mission and strategies.
- Garner executive support for stakeholder strategies

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Sometimes controversies come looking for organisations that are quietly minding their own business. Sometimes the nature of the business creates controversies.

This workshop gives managers the tools to identify and prioritise the stakeholders and issues in a way that leads straight to resolution strategies.

You will learn how to identify core and peripheral groups, how to discover valuable potential allies, and how to diffuse confrontation while moving towards collaboration.

ROBERT G. BOUTILIER, Ph.D., is a researcher, author, and consultant. He is president of Robert Boutilier & Associates, a social research consultancy based in Vancouver (www.stakeholder360.com). He is an associate of the Centre for Sustainable Community Development at Simon Fraser University and Executive Director of the Atzingo Institute for Stakeholder Network Studies.



Dr Boutilier's work involves the application of concepts like social capital, social network analysis and sustainability to stakeholder relations and community development. He has studied stakeholder issues on four continents, in six languages, in over 40 communities.

Dr. Boutilier has conducted workshops on stakeholder relations for managers in Australia, Canada, Mexico, Peru and the United States. His latest book is *Stakeholder Politics* (Stanford University Press, USA and Greenleaf Publishing, UK, 2009).

WORKSHOP PROGRAM: Morning	WORKSHOP PROGRAM: Afternoon
<ul style="list-style-type: none"> - Symptoms and sources of controversies. - Scouting the boundaries of the issues and the stakeholder network. - Do-it-yourself network data collection. - Graphic mapping of the patterns in your stakeholder network. - Identifying dysfunctional patterns and their implications for your company. 	<ul style="list-style-type: none"> - Techniques for finding the largest common ground in the issues space. - Developing win-win strategies for your organisation and the community. - Benefits of a strategic socio-political monitoring and management plan for your organisation. - Selling it to senior executives: The strategic framing of socio-political awareness.

REGISTRATION FORM

COMPLETE THIS FORM AND FAX TO: 03 9826 8993, POST TO: ACCSR, SUITE 605, 10 YARRA STREET, SOUTH YARRA VIC 3141 OR SCAN AND EMAIL TO: WORKSHOP@ACCSR.COM.AU

Name: _____

Name: _____

Job Title: _____

Job Title: _____

Email: _____

Email: _____

Phone: _____ Fax: _____

Phone: _____ Fax: _____

Name: _____

Name: _____

Job Title: _____

Job Title: _____

Email: _____

Email: _____

Phone: _____ Fax: _____

Phone: _____ Fax: _____

Organisation: _____

Address: _____

FEES:

No. of People	Please tick date of workshop as appropriate	Early bird fee per person (paid in full by 30th June 2009)	GST	Subtotal per person	Standard fee per person (paid in full prior to workshop)	GST	Subtotal per person	Subtotal by no. of people
1 person	The Politics of Stakeholder Influence with Bob Boutilier <input type="checkbox"/> 29th July, Melbourne <input type="checkbox"/> 4th August, Sydney	\$700	\$70	\$770	\$950	\$95	\$1,045	\$
2 people	Book 2 people from the same organisation and get 20% off	\$560	\$56	\$616	\$760	\$76	\$836	\$
3 or more	Book 3 or more people from the same organisation and get 30% off	\$490	\$49	\$539	\$660	\$66	\$726	\$
Amex Surcharge and Deductions								
	Amex surcharge 2% if applicable							\$
TOTAL								\$

Bookings are subject to the availability of places.

I have read and understood ACCSR's registration policy (Please see below. Places cannot be confirmed unless this box is ticked)

Credit card: Visa Mastercard Amex*

Please note a 2% surcharge applies to Amex cardholders. Participants should add this 2% to the total above.

Card Number: _____

Expiry Date: _____

CCV Number: _____

Amount: _____

Cardholder Signature: _____

* The CCV number for your MasterCard or Visa card is the three-digit number on the back of your credit card, immediately following your main card number. For American Express, it is the four-digit number on the front of your credit card, to the right or left above your main credit card number.

Cheque: Made payable to the Australian Centre for Corporate Social Responsibility

Bank Transfer: Westpac Banking Corporation

Branch Code: 033059

Account Number: 288767 quoting participant name and WS09 as reference.

REGISTRATION POLICY Substitutions are welcome at any time. Cancellations in writing four weeks before each workshop date will receive a 50% refund. No refunds applicable after this. **INDEMNITY** Should for any reason outside the control of the ACCSR the venue or speakers change or the event be cancelled the ACCSR will endeavour to reschedule, but the client hereby indemnifies and holds the ACCSR harmless from and against any and all costs, damages and expenses including legal fees which are incurred by the client. The laws of the State of Victoria govern this agreement in all respects.



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