



Training Programs for
Energy and Right of Way Companies in
Social Ecology: The Science of Community

James Kent Associates

www.jkagroup.com

2014

Course Title: Executive Seminar in Social Ecology: The Science of Community

Cost: \$3,500, plus expenses

Length of Course: 3-4 hours

Maximum Number of Participants: 25

Course Description: Executive orientation to social ecology, the science of community. This seminar will examine the value of describing communities so that community engagement can be effective and positive. Moving well beyond the Public Relations approach, the course outlines a system for “learning community first” so that project managers are in a pro-active position regarding community engagement.. Executives will explore the ways in which they can support successful project development through early engagement (no surprises!), strategic and timely response to emerging issues (to forestall opposition groups), and the development of ongoing communication strategies that match methods and language use of communication in the community.

.....

Course Title: Training Program in Social Ecology: The Science of Community

Cost: \$14,000, plus expenses

Length of Course: 2.5 days

Maximum Number of Participants: 30

Course Description: The key to nurturing citizen ownership is to engage community residents in a dialogue - before your project is set in stone. By listening to the needs, wants and fears of individuals impacted by your project, you can create a positive relationship built on open communication and mutual trust. People who are being honestly listened to, respected and asked for their input and opinions are not likely to form resistance groups or boycott your project. That's because they will feel that you are both working on the same team!

This course will show you how to gain authentic support for your project by using a unique cultural awareness perspective. By learning how to operate within the natural routines and communication pathways present in every community, opportunities are developed for supporting a “moderate middle.” The course involves a three-hour community fieldtrip to practice the concepts presented. This experience is consistently rated high.

You will learn to:

- Create the harmony you need to keep your project moving forward.
- Discover and understand human patterns that already exist in the community that may be impacted by your project
- Actively listen to the issues, ideas and insights of local residents
- Visit local gathering places and other places where "life happens" to get a first-hand glimpse of the impact of your project on the community
- Develop proven solutions to help you mitigate issues

.....

Course Title: Discovery Weeklong

Cost: \$18,000, plus expenses

Length of Course: 4.75 days

Minimum Number of Participants: 3

Maximum Number of Participants: 8

Course Description: This course uses the Discovery Process™ to develop company capacity for issue management and ongoing citizen engagement. Classroom time is minimized and most activity of the week is in community settings. By “entering the routines” of the community, specific measures for identifying citizen issues are developed, resulting in communication strategies sensitive to social and geographic diversity. Capacity to bring management attention to all levels of citizen issues—emerging, existing, disruptive—is enhanced. This course is specifically designed for real time application at a project site for energy and right of way companies seeking to improve project development approaches.

.....

.....

Course Title: Company Specific Issue Management Program for Project Development

Cost: Negotiable

Length of program: three to six months, depending on company strategy

Requires full time staff commitment and support of upper management

Program Description: This program allows JKA to become project development teammates in developing an Issue Management Program for a specific project. Early involvement in the design process and the regulatory approval process allows community information to be inserted into company deliberations to prevent surprise, undertake strategic response to key citizen issues, and sustain company “grounding” in community interests as the process of project development unfolds.

.....

837 Steele Street ♦ Denver, CO 80206 ♦ 970/ 927-4424 ♦ FAX 970/ 927-4607 ♦ international@jkagroup.com
PO Box 3493 ♦ Ashland, OR 97520 ♦ 541/ 601-4797 ♦ FAX 541/ 552-9683 ♦ national@jkagroup.com
www.jkagroup.com

Enhancing Productive Harmony between Human and Natural Environments