The Discovery Process[a]

Suited for the resources at hand, the Discovery Process can be adjusted for the depth of attention needed.

Oftentimes a simple "Issues Scan" of citizen issues sufficiently identifies a project's best approach.

In more contentious cases, we undertake an in-depth "Situational Assessment" or "Community Assessment."

In all approaches, JKA introduces responsible decision makers to important informal networks—the community caretakers are a resource used to build relationships for future endeavors in a preventative framework, as well as to solve present issues.

JAMES KENT ASSOCIATES
Global Cultural Analysts

"Learning Community" to Create Alignment & Avoid Conflict

James Kent Associates

The Six Steps of the Discovery Process™

1. Informal Networking
We access informal networks in local gathering places to understand how people communicate, who is well-regarded and trusted, the issues currently challenging the community, and the local history of handling

2. Issue Loading
Embedded issues from past experiences are identified, assessed, and addressed so as to not be loaded into the current project. Issue loading is critical to protecting current projects, allowing them to operate on their own merits.

3. Issue Development Assessment
We identify citizen issues to determine if they are in an emerging, existing, or disruptive stage and the likely trajectory of the issues, if left untreated by management.

4. Concern Identification
We discover management concerns of the formal organizations involved, such as agencies, local government, and interest groups.

5. Local Communication
Communication strategies are developed and suited to the various informal networks to move information in natural, effective ways. Where rumors dominate the information flow, a system is put in place that uses trusted informal communicators to move facts throughout the community.

6. Implementing Action
Opportunities and actions are created to address citizen issues and management concerns. Strategized approaches resolve issues in a timely manner, allowing future action to occur without the handicap of issue stacking or accumulation, which otherwise block reasonable and collaborative action.