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# Strategic Stakeholder Engagement

With Ingrid Richter, CODI Academic Co-Director/Threshold Associates, and Ray Gordezky, Threshold Associates

A three-day workshop with online follow-up

**Fall, 2010**

*Date and cost TBA*

Organizations with continuous and productive stakeholder relationships develop more innovative responses to complex issues, show faster adoption of new ideas, and collaborate more quickly in response to new challenges.

Finding effective responses to today's complex challenges – from brokering agreements on emissions targets, collaborating on food safety standards, or involving citizens in the creation of sustainable communities – requires productive, lasting stakeholder relationships. Developing these relationships takes a deliberate and thoughtful approach that goes well beyond existing consultation methods.

In this interactive workshop you will learn a framework and practical methods for understanding, planning, and facilitating productive stakeholder collaboration.

## ***Beyond Consultation Meetings and Focus Groups***

The **Threshold Associates'** *Strategic Stakeholder Engagement (SSE)* process is much more than a set of consultations or focus groups. Strategic Stakeholder Engagement is based on work we have carried

## **The Workshop Leaders**

**Ingrid Richter, PhD  
(Management)**

Ingrid specializes in organizational learning strategies as a support to organization change as well as educating practitioners on societal change and transformation. She has extensive experience nationally and internationally in executive and leadership development, organizational learning, organization change strategy and complex multi-stakeholder engagement.

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out locally, nationally and internationally, and across private, public and non-profit sectors.

This work has led us to develop the "**Threshold Engagement Spiral**®," a "whole system" approach that creates the conditions for productive and long-term stakeholder engagement.

### **Program Overview**

The Strategic Stakeholder Engagement program is a hands-on learning experience designed to address your specific questions. Past participants have found it particularly useful to bring along a current stakeholder engagement challenge to work on.

### **Program content**

This program will address the following questions:

- What is Strategic Engagement and how does it differ from other forms of stakeholder participation?
- How do I go about developing a practical and comprehensive engagement strategy?
- What methods and processes can I use to create self-managing stakeholder networks?
- How do I facilitate strategic engagement?

### **Practical frameworks and methods**

Benefits of Threshold's Strategic Stakeholder Engagement program include:

- Exposure to leading edge theory and practice on Stakeholder Engagement;
- Opportunities to work on mapping stakeholder networks as well as drafting your strategy with advice from experts;
- Insights on how to design and facilitate stakeholder meetings that will ensure better quality participation from stakeholder representatives;
- Establishing a network of peers who will support each other with ideas and advice through follow up meetings on line;
- Examples and cases of strategic stakeholder engagement.

### **Who should attend**

The program is designed for leaders and practitioners who are working on initiatives requiring a stakeholder engagement strategy. This includes:

- executives and managers
- change managers/business transformation leaders
- senior project managers
- communications professionals
- human resources and organization development professionals

Ingrid has experience as a senior manager in the Government of Ontario, and over 14 years experience as a consultant and an academic. She brings a unique and positive perspective to workplace learning and to working with leaders from all levels and all sectors.

Ingrid is co-founder of the Canadian Organization Development Institute, is an adjunct faculty at the University of Toronto, and an associate of the Canada School for Public Service. She holds a Bachelors degree in Psychology from McGill University, a Masters degree in Workplace Learning and Change from the University of Toronto. Her PhD (Lancaster University, UK) focused on executive learning and organizational learning. [ingrid@thresholdassociates.ca](mailto:ingrid@thresholdassociates.ca)

### **Ray Gordezky, MPH (Community Development and Health Education)**

Ray has spent twenty years designing and facilitating change processes that have helped diverse groups collaborate on complex challenges and open up new futures. He has worked in a number of countries with business, government and community-based organizations turning the potentials they dreamed of into the realities they live in. Ray is an insightful, creative designer of learning and organizational change processes.

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### **About Threshold Associates**

Threshold Associates is a team of consultants who focus on complex issues, challenges and opportunities faced by today's business, community and public service leaders. We help harness and coordinate the energy, interests and resources of multiple and diverse stakeholders, maximizing each party's competitive advantage and making sustainable change possible.

We offer a range of approaches and services to address what we have come to call "messy opportunities"—social problems or business opportunities that defy ordinary conflict resolution strategies or technical fixes; issues that go beyond multi-stakeholder input and into the realm of multi-stakeholder collaboration. Our clients include national and international governments, private and non-profit organizations.

**Location:** Schulich Executive Education Centre, Ernst and Young Tower, 222 Bay St., Suite 500, Toronto M5K1K2

[Map and directions](#)

**Date and cost TBA.**

### **Canadian Organization Development Institute (CODI)**

<http://www.odcanada.org> [info@odcanada.org](mailto:info@odcanada.org) 416-319-0412



Ray specializes in designing and facilitating large-scale meetings, as well as leadership development programs that combine coaching and action learning. He is an associate of the Canada School of Public Service and Gender@Work.

His focus on clarity, compassion and courage challenges his clients to bring the best of themselves to everything they do, and advances the leadership capabilities required to succeed in an unpredictable world. His work has been published in *The Change Handbook, Second Edition*, and in *The Handbook of Large Group Methods: Creating Systemic Change in Organizations and Communities* (2006).

Ray also serves as a faculty member at the Canadian Organization Development Institute.

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**CODI's three-module, 12-day Organization Development and Change *Intensive* certificate program starts Wednesday, November 3, 2010. This is the successor to CODI's OD and Change *Fundamentals* program. Space is limited to 21 people, with 6 already accepted.**

[Intensive program overview](#)

[The module schedule](#)

[Program brochure](#)

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